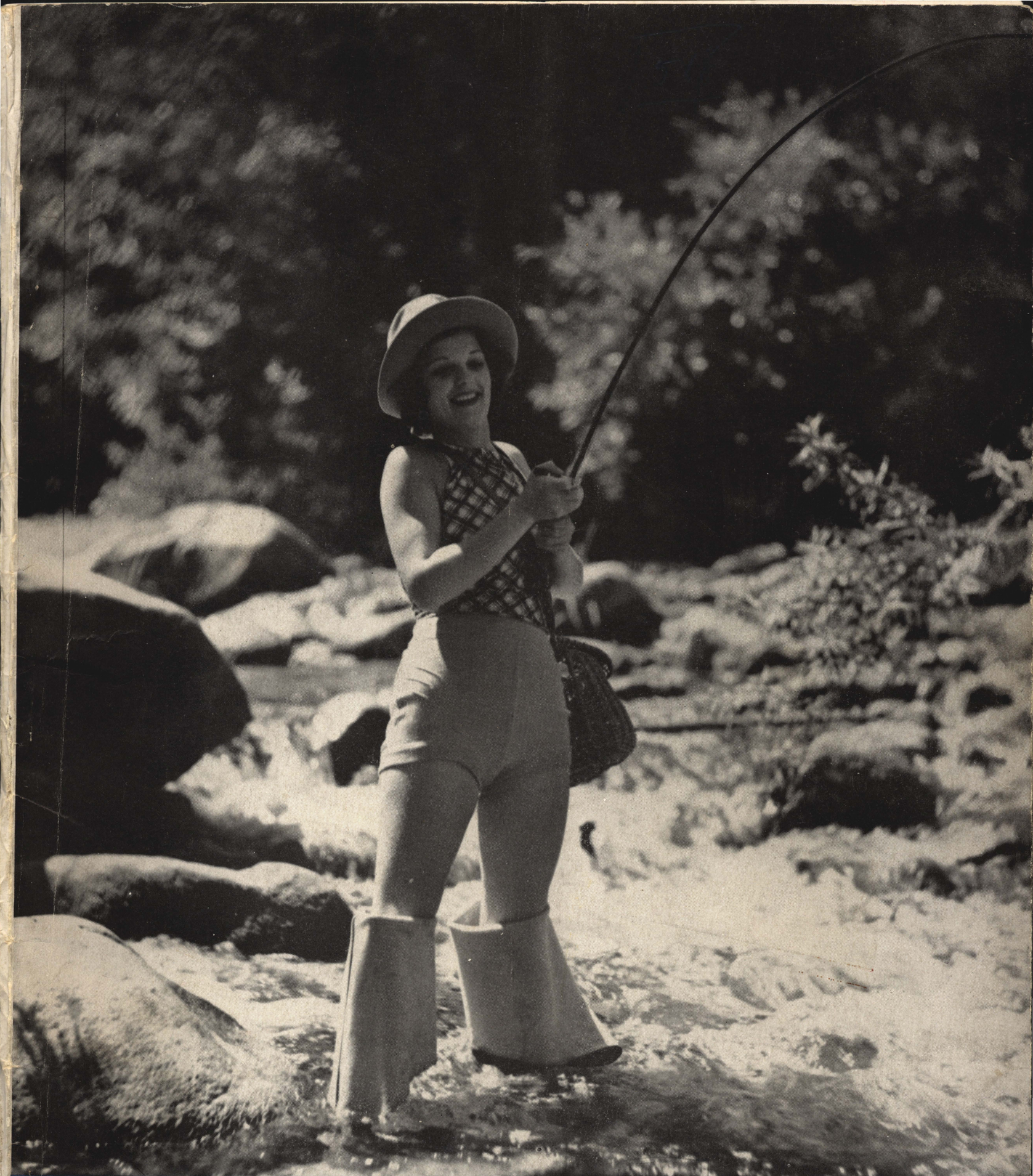

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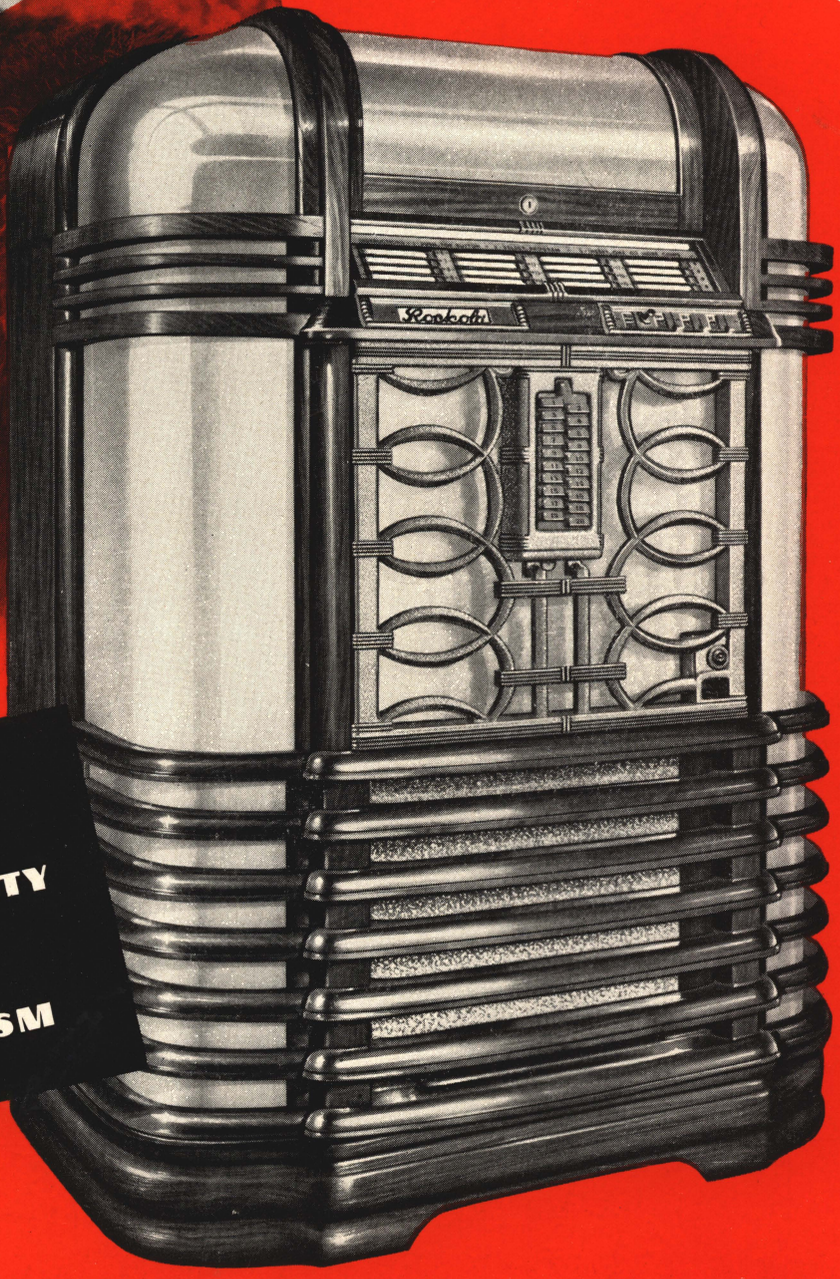
The Coin Machine Review • April, 1939

Beauty...
is more
THAN SKIN DEEP
IN 1939 ROCK-OLA
PHONOGRAPHS



Matchless
TONE QUALITY
Flawless
MECHANISM

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVENUE • CHICAGO, ILLINOIS, U.S.A.

EXHIBIT'S 1939

'CONTACT'

WITH THE MOST *SENSATIONAL*—THE MOST *THRILLING* BALL ACTION EVER INCORPORATED IN ANY GAME

NAME LIGHTS UP FOR DURATION OF GAME

THOUSAND SCORES LIGHT UP AS MADE.

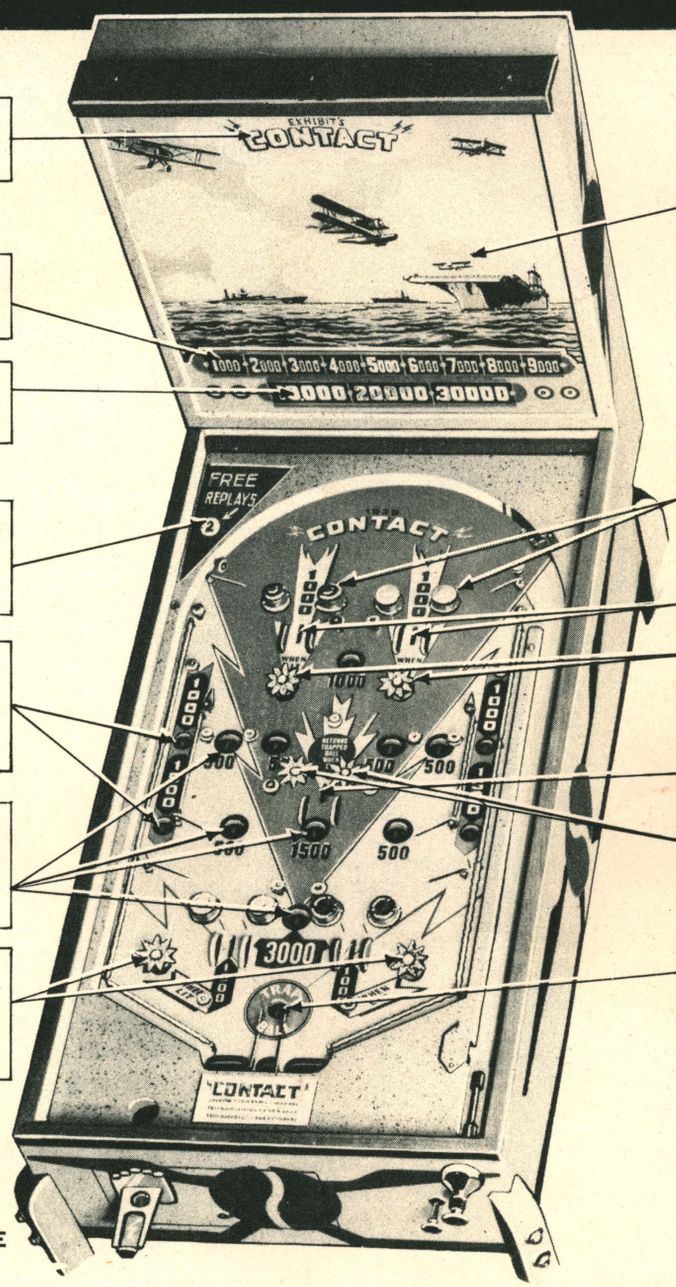
10,000—20,000—30,000 SCORES LIGHT UP HERE AS MADE.

ON FREE PLAY MODEL—FREE PLAYS UP TO 95 ARE PROJECTED HERE.

SCORES 2500 WHEN BALL GOES THRU THIS CHANNEL. DOUBLE POP-OUT SCORING FIRST THE 1000 THEN THE 1500.

500—1000—1500—3000 ALL POP-OUT SCORING POCKETS—THRILLING ACTION—ABSOLUTELY NEW.

WONDER STAR BUMPERS. FIRST TIME EVER USED ON ANY COIN MACHINE—LIGHTS SWITCH WITH EACH 4 BUMPS.



LIGHT IN AIRPLANE IS LIT AT START OF GAME AND AIRPLANE FLYS UPWARD WITH EACH BUMP, FINALLY MAKING COMPLETE LOOP BACK TO SHIP—BEAUTIFUL ACTION.

BUMPERS CAPPED WITH BEAUTIFUL MOLDED TENITE. SCORE ONE HUNDRED EACH BUMP.

ROLL OVERS SCORE ONE THOUSAND WHEN FLASHY NEW TYPE "WONDER STAR" BUMPERS ARE LIT.

ROLL OVER RELEASES TRAP BALL FOR REPLAY WHEN THESE "WONDER STAR" BUMPERS ARE LIT.

POP-OUT TRAP BALL POCKET CONTROLLED BY ROLL OVER IN CENTER OF BOARD.

- **JUMP SCORING METER SYSTEM**
- **SKILL SHOTS**
- **LAST BALL SUSPENSE**

- **BACKBOARD ANIMATION**
- **MECHANICAL PERFECTION**
- **LONG PROFIT LIFE**

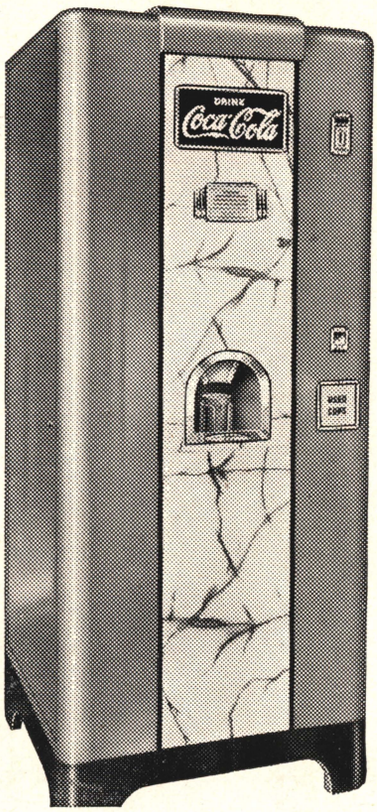
IMPORTANT:— When a Ball falls in a 500, 1000, 1500, or 3000 pocket the Ball remains until the value of the pocket is counted by HUNDREDS! Each hundred as counted registers on Backboard.

ONLY 1939 CONTACT CAN GIVE YOU THIS PLAY APPEALING ACTION

FREE PLAY MODEL $99.50 REGULAR NOVELTY $89.50

ORDER TODAY FROM YOUR DISTRIBUTOR OR WIRE

EXHIBIT SUPPLY CO., 4222-24-26-28-30 W. LAKE ST., CHICAGO



Bally NICKEL-A-CUP BEVERAGE VENDER

DELIVERY NOW!

LOCATION TESTED FOR 90 DAYS

•

GUARANTEED MECHANICALLY PERFECT

•

EARNING POWER PROVED BY LOCATION TESTS FROM COAST TO COAST

•

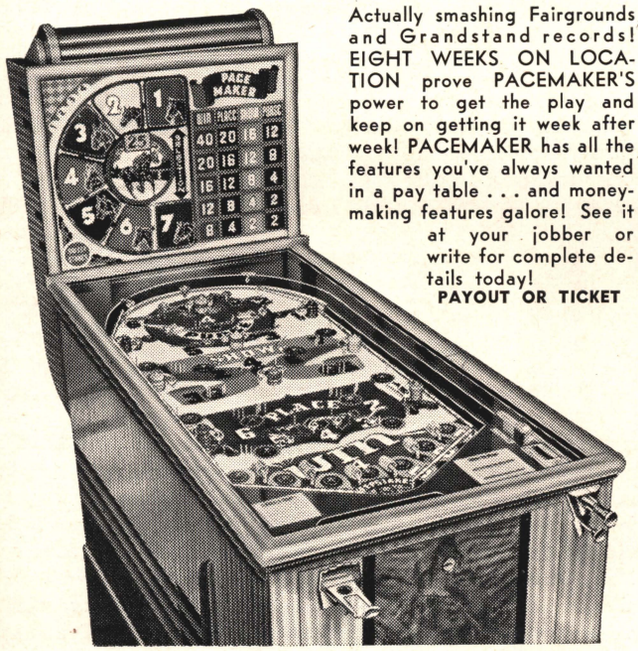
ACT NOW TO CASH IN ON SUMMER THIRST

•

WRITE TODAY FOR AMAZINGLY
LOW PRICE and TIME PAYMENT PLAN

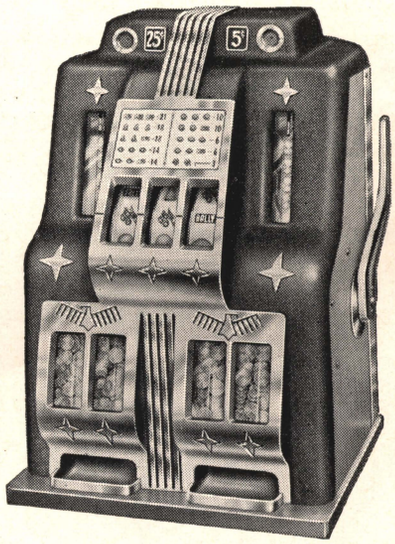
PACEMAKER

RESERVE TYPE MULTIPLE



Actually smashing Fairgrounds and Grandstand records! EIGHT WEEKS ON LOCATION prove PACEMAKER'S power to get the play and keep on getting it week after week! PACEMAKER has all the features you've always wanted in a pay table . . . and money-making features galore! See it at your jobber or write for complete details today!

PAYOUT OR TICKET



BALLY BELL

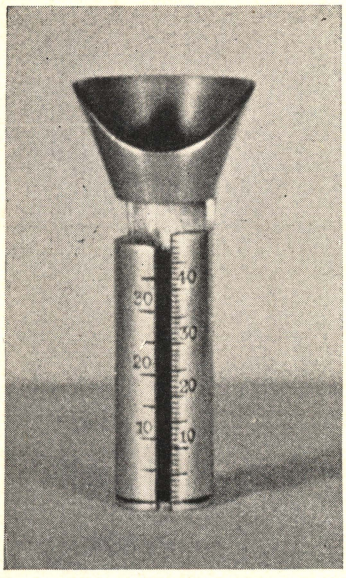
Collection reports prove BALLY BELL doubles or triples earnings in average bell spot! ***Write for new 4-page illustrated folder.***

Write for folder on SPOTTEM and other Bally hits.

BALLY MFG. COMPANY

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

The COIN MACHINE REVIEW for April, 1939, Vol. 6, No. 10. Published monthly at 1113 Venice Blvd., Los Angeles, Cal. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal., under the act of March 3, 1879.



2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: $1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-E (will hold up to 30 keys)——10c each, Postpaid
No. 5-R (will hold up to 100 keys)——35c each, Postpaid
No. 10-R (will hold up to 150 keys)——50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE
(U. S. Postage Stamps Accepted)
FULL SATISFACTION ABSOLUTELY GUARANTEED

Annoyed by ? ? ?

SLUGS

Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

Ball Gum

$6.00 per carton of 5000 gum balls
Free delivery on orders of two cartons.

Full Payment With Order

6 COIN MACHINE REVIEW

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Collection Books

50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

ROASTED
SALTED
ALMONDS
grown in California

40¢

per pound
in 30 lb. cartons
Full Payment With Order, Please

CHARMS

55¢ PER GROSS

Buy your charms from us in any way you like, either in assortment or in bulk. We specialize in supplying charms to large operators who necessarily must buy their charms as cheaply as possible. Just let us know what make of venders you operate and we shall supply the correct size charms. We have all kinds of charms including "Snow White and the Seven Dwarfs," Mickey Mouse, Pluto the Dog, Elmer the Elephant, Donald Duck, Popeye, etc. We also have large red skulls with rhinestone eyes, black dice set with rhinestones, small dice, either glass or celluloid or catalin, in many colors, etc. We have **IMPORTED** as well as **AMERICAN MADE** charms. Send 65c in postage stamps or otherwise for sample assortment containing 144 charms. Also write us what you want or need and we will then go into details.

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

"A Hezekiah"

By PAUL W. BLACKFORD

I suppose everybody in Brown County knows Uncle Hezekiah Walters. Born and raised in those parts. In his spare time—although it's pretty hard for him to tell his spare time from any other time—Uncle Hez does a little preaching, but he has always been careful to maintain his amateur standing.

An earnest, simple-hearted, kindly old chap, Uncle Hez. But he has two rather human failings. He **will** look upon the wine when it is red—and the moonshine when it is white. And under the influence of strong liquor, he is inclined to indulge in strong language. Yes, sir, Hezekiah is a champion catch-as-catch-can cusser.

One time in particular, he received a call to a little church over on Gnaw-Bone Crick. So he hitched up the old mare to the buggy, and he and Aunt Sarah set out for the meeting house. It was a bitter cold Sunday morning, and Hez, who was a great hand for preparedness, took several sizeable swigs from the jug as they drove along. By and by he sort of dozed off. When they got within sight of the church Aunt Sarah nudged him, "Hez, Hezekiah! Look at all them teams a-hitched over yander in the clearin'! Why the hull countryside has come to hear you preach!"

Uncle Hezekiah roused himself and blinked in dazed wonderment. "Well blest if they hain't! And, Sary—Sary—I'm a-goin' to preach them folks the god-damdest sermon that ever they heered!"

Like Hezekiah, I've preached mighty few sermons during the past year but conditions within the industry make me feel like preaching a "Hezekiah topnotcher."

For months and months the REVIEW has been preaching the same old sermon: "Have confidence and faith in your business . . . make up your mind that you are in the best business in the world . . . be proud of your activities . . . keep out in the open . . . explain your business and how it operates to anyone interested . . . make people understand that your business is legitimate and worthy of the same recognition as any other business.

It is impossible for me to understand how operators can make such heavy investments, many times running into thousands and thousands of dollars, and then stand by and let the ignorant, uninformed, unmercifully attack our business. In every case where an emergency arises it is a chosen few who step forward to handle the defense while countless hundreds of others fly to cover, close up like a clam, and offer no aid nor assistance whatever. But let the war clouds clear and they're much in evidence once more.

Nevertheless our labors towards establishing faith in our business have not been in vain. Association after association the country over has taken up the torch, devoted meetings to discussions on this "self-selling" principle and the work goes on and on.

Once we clean up and set our minds right concerning our own business our next big task is to learn right thinking concerning the state of the nation and the world in general. No one is more detested and disliked than the individual who goes around continually blaming everything and anything on the government, foreign affairs, and what have you.

The world is not going to the dogs. Things are not getting worse and worse every day.

I'm reminded of the fellow who commissioned his Hebrew tailor to make him a pair of trousers. The customer called several times only to be informed that the tailor had not yet had an "inspiration" for the pants, but would get at the assignment presently.

Finally the creation was completed and the customer was satisfied. "Yes, it's a good job, Goldblatt," he agreed grudgingly, "but it took you too infernally long. Why the Lord made the world in six days—and it took you a month to turn out a pair of pants!"

Goldblatt continued to eye his handiwork with undisguised admiration. "Vell, that is maybe so," he responded, "but I'm tellin' you, Abe, take a look at the world—and then take another look at those pants!"

Let's let the "world is awful" talk stay in the joke category and as we approach the Spring and Summer operating season it is time for all of us to clean house, mentally, and revamp our stagnant way of thinking . . . look to the future with a smile that won't rub off and with confidence that success will mark our efforts in the months ahead. If your thoughts are right, and your goal is set, no one, nor any one thing, can stop you. ●

Such popularity must be deserved

Free Play Chubbie

Operators everywhere are talking about Free Play Chubbie — about the fascinating play appeal — the handsome earnings and the smooth, trouble-free operation — and they're all speaking from experience. If you're not operating Free Play Chubbie, you're missing a real bet. Better stop in to your distributor today.

Free Play Chubbie
fully metered
$84.50

Regular Chubbie
fully metered
$74.50

Stoner Corp. • Aurora, Ill.

Simplified Method of Operating Scales Is Successful in Denver

By L. S. FLINT

That service is the feature contributing most to the successful operation of scales is the general belief of experienced operators throughout the country. In line with this theory, is the system used by the Capitol Vending Machine Company of Denver, operators of more than 200 scales in the Rocky Mountain region.

Every scale is collected and serviced every three weeks, according to the head of the Capitol Company, V. N. Seeley, "I'm absolutely convinced that service is the one thing that counts in scale operation," states Seeley. "This applies not only to holding down overhead but as well to getting maximum earnings from the equipment. The more regard an operator shows for a machine the more attention the location owner gives it."

The use of a simple and highly effective scale report form by the company has made the servicing of a large number of machines a comparatively simple matter. Accounting on a number of machines, so often an expensive and cumbersome detail of the business, is cut to a minimum and provides a clear and complete picture of the routes at all times.

One sheet is used each day. Information given in each numbered line — each line for one scale—includes: location, scale number, key number, total collection and net collection. At the bottom of the sheet are given the totals.

Below the tabulation are spaces indicating changes of location—both the old address and the new one. At the bottom of the page are spaces for the operator's speedometer readings and the number of miles traveled in the day's work.

At the end of each day, the information given on the report sheet is transferred to a special ledger kept for this purpose. Thus, the totals of all routes are quickly available.

Also given in the ledger are periodic items of cost such as depreciation and insurance. Depreciation is taken at the rate of 10% a year, this amount being figured on the basis of reasonable earning power limits of a good scale. It is felt that a scale more than 10 years old is obsolete and so earnings will be small enough that they cannot be figured above depreciation.

The report system is invaluable from several standpoints. In the first place, it enables the equipment owner to accurately figure his actual earnings. Items which many operators never figure are taken into cost calculation. For example, the collector or operator is paid four cents per mile for his car operation. This, of course, is above his regular salary, and the arrangement has worked out to excellent advantage.

A second advantage of the system comes through an accurate check on the worth of various locations. By tabulating the seasonable and annual net earnings of any piece of equipment, the company can tell whether it is bringing the revenue it should.

The cost of such a system is low. The forms used are mimeographed so that their cost is a minor item. Used over a period of time, the system should pay for itself.

Because of the exceptional service by the Capitol Vending Machine Company, there has been only one theft in three years and no breakage. Not a single scale has ever been taken off location for repairs, it is reported.

In Denver, where the greatest number of the scales are located, one full time service man is retained to handle collections and service. In the more distant parts of the territory, the frequent collections are made possible by an arrangement with reliable traveling drug salesmen. This is a very practical method of servicing scales in scattered locations.

Practically all of this company's machines are located in drug stores. Drug salesmen, all carefully selected for reliability, are given a reasonable commission for their work. Since it is done in the regular course of their travels, entirely without extra expense, they are glad to do the job.

Seeley believes that the appearance of a scale is undoubtedly the most important point in the care of the machine. Emphasizing this point he states, "We consider it just as much a part of our business to keep scales clean and attractive appearing as to collect from them. They draw attention this way and in addition, location owners are willing to put them out in the most conspicuous spots. A man who runs a clean, neat store is sure to put back in the corner, a dirty, banged up scale, simply because it spoils the looks of his store. And, when a scale is kept in good shape, the location owner has a definite affection for it and watches to see that it isn't robbed or stolen."

That careful business-like methods pay in the operation of scales, as it does in any business, has been shown by this Denver company. The proof of the system comes after several years of continued and successful operation. ●

DAILY SCALE REPORT

COLLECTED OR SERVICED DATE

	LOCATION	SCALE NO.	KEY NO.	TOTAL		NET	
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
	GRAND TOTALS						

NEW LOCATIONS:

MOVED FROM—	TO

FORMER READING	PRESENT READING	MILES DRIVEN

A copy of scale report used by the Capitol Vending Machine Company of Denver. Its use has helped to place the business on a profitable, steady income basis.

Counter Freezer

offered with coin mechanism.

MIAMI, FLORIDA — A new Frostee machine for making frozen malted milk is being offered to the trade by the Florida Frostee Machine Company, Inc. The new Frostee machine is a one and one-half gallon ice cream counter freezer that will make ice cream, sherbets, frozen malted milk, and other frozen confections.

Designed to be used on the counter, the new machine takes up a minimum of space, is easy to operate, and is attractive for any location. It is simple in construction and offers an inexpensive, sturdy counter freezer for the coin machine trade. The unit is operated by inserting four quarters for twenty-four hours of service. ●

Western Vending Machine Operators' Association

President — J. H. SCOTT, 1928 Montrose, Los Angeles, FItzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

LOS ANGELES—The monthly meeting of the W.V.M.O.A., held March 28, proved to be the most interesting in many months, members state, and the varied program arranged by J. H. Scott, the organization's hard working President, was received with enthusiasm.

It was a fast moving show, with ballet dancing, music, songs, and some very clever exhibitions of sleight-of-hand tricks. Everyone was highly pleased and are in favor of having more shows in the future.

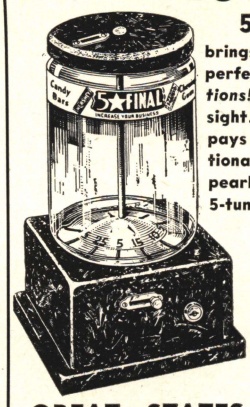
The office of vice-president was declared vacant, and F. W. Straw was elected to the position, taking the place of J. E. Jackson. Arthur Kennedy, attorney for the Association, made a report on the license situation in Los Angeles and surrounding territory.

It was announced that members will be able to secure insurance at favorable rates for theft, public liability and product liability. The matter has been thoroughly investigated by a committee and their report recommends it to members. Any officer will be glad to furnish information to operators interested in insurance.

All operators are invited to join the Association and new operators are cordially invited to come to Association meetings and learn more about the advantages of the organization. As members continually point out, the benefits of belonging to such an organization are unlimited, and that no one can dispute the fact that any group is in a better position to protect their interests as compared to individual action.

This has been proven in cases of citations by the city license departments and at times when taxes have been proposed by towns in this vicinity. At such times non-members have come to the Association and asked for help. As officials state in Association meetings, the organization can not be expected to carry the burden of all the operators unless evidence is shown that they are willing to support the Association. ●

1939 SENSATIONS!



5 Star Final

brings in the pennies; perfect for *closed locations!* No money ever in sight. Skill game that pays liberal odds in national confections. Sturdy pearline baked enamel; 5-tumbler lock.

SAMPLE $3.95

(Cheaper in Quantities)
½ Dep. Bal. C.O.D.
No Personal Checks Please!

Watch pennies skip and skate for a BIGGER TAKE!

Selmor Model 'E'

Streamlined baked enamel and chromium; vends all candies, nuts, charms, ball gum for

BIGGER PROFITS!

Sample $6.25

(Cheaper in Quantities)
Guaranteed 5 YEARS!

No Personal Checks, Please!

SLUG REJECTOR SAMPLE $1.50 Extra (Quantities cheaper) Magnetic; Stops Chiselers. Fits all side-slot machines Silver King, Universal, SELMOR, Columbus, etc. Easy to install.

Another Great States Leader!

GREAT STATES MFG. CO.
Dept. R — 1601-07 East 39th Street
KANSAS CITY, MO.

Texas

HOUSTON (RC)—The Groove, a record shop selling all makes of records, was opened March 6. Tyson M. Searcy is manager and is assisted by Mrs. Margaret Ashmore. Searcy joined the Music Operators Association at the first meeting held following the opening of his store.

Mrs. J. R. Hazlett has recovered from a major operation of several weeks ago. Mrs. Hazlett, formerly Miss Annabel Pearce, was secretary of one of Houston's larger operating firms and well known among music folks of South Texas. J. R. Hazlett is a prominent phonograph operator and is a member of the M.O.A. of Houston Grievance Committee.

Ed Oakes, manager of the Record Department of the Automatic Sales Company, states that the demand for the "Beer Barrel Polka" has been far in excess of the supply. According to reports, many operators have paid as high as $2.00 for the record, buying from other operators fortunate enough to have a surplus on hand.

GALVESTON (RC)—Music operators of Galveston and vicinity previewed the new 1939 Luxury Lightup Rock-Ola phonographs on March 9. H. H. Horton, of Stelle & Horton, Houston, presented the new machines for inspection. He reports an enthusiastic reception and a number of orders.

SAN ANTONIO (RC) — During the early part of March, a showing of the new Seeburgs and Remote Controls was held at the offices of H. W. Thompson of San Antonio. A. C. Hughes, manager of Electro Ball phonograph division, was present to display the new equipment. ●

Automatic Newspaper

Vendors incorporate in California.

SACRAMENTO, CALIF. — Articles of incorporation were filed by the Automatic Newspaper Venders, Inc., with the Secretary of State's office recently. The new corporation, capitalized for $50,000, is headed by Gordon B. Mills of Oakland.

The company will manufacture and distribute automatic devices for the sale of newspapers and magazines. ●

McCall's Plug

aids vending machine industry.

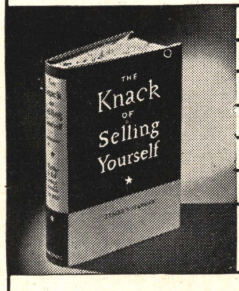
LOS ANGELES—The April issue of McCall's magazine, now on sale at all newsstands, contains a four color full page photo on page 51 which gives the vending machine industry considerable favorable publicity.

Pictured are two Northwestern peanut vendors mounted on a stand and a personal weighing machine. ●

THE KNACK OF SELLING *Yourself*

By JAMES T. MANGAN

Here is a new and refreshingly different book by the author of "Thoughts on Salesmanship." Mangan is a spellbinder in print and this new book will give any reader an entirely new slant on life, business success and personal ambition. Packed from cover to cover with practical tips, routines and exercises.



5½x8½
256 Pages
Cloth Bound
Blue and Old Gold
By James Mangan
A New Book
Produced and Designed under Personal Supervision.

$2.50

Order Yours Today From
THE COIN MACHINE REVIEW
1113 Venice Boulevard
Los Angeles, California

CHAS. KOSTER CIGAR STORE

BRASS-ALUMINUM
SPECIAL TRADE CHECKS
OR STEEL

GOOD FOR MERCHANDISE — GOOD FOR IN TRADE — GOOD FOR MERCHANDISE

100	$ 3.50	200	$ 5.50	300	$ 7.50
400	9.00	500	10.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

YOUR NAME and ADDRESS IS ON ONE SIDE

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

ROUND-SQUARE or OCTAGON - Lettered on 2 Sides

A Racket?

Recent evidence of a desire to raise additional funds without further taxing of members has been clearly shown by two eastern associations of coin machine operators. In itself the gesture is commendable enough. Yet when revenues are raised, somebody pays, and it seems apparent that these two groups are anxious to tax the industry at large. And the question, then, is "What will the industry get out of it? Is this another racket of some kind?"

The plan, in each case, is the publication of a souvenir journal, year book or program in conjunction with annual banquets of the two groups. Advertising, obviously, is intended to pay the cost of publication, and at the same time to raise added funds.

One association neatly asks $2,500 for the center spread—two pages facing each other right in the center of the book. This seems like an unusually heavy tariff, particularly when it is pointed out that the figure falls not far short of buying a **full page in each of the four monthly trade journals of this industry in each of twelve consecutive issues!** A single page in this year book costs the advertiser $1,000. That will buy a full page in any one of the monthly journals, for twelve issues, and leave something over — quite a bit in fact. More modest is the demand of the second association which asks but $100 for a full page in its annual banquet program.

The COIN MACHINE REVIEW has no quarrel with either association. Both have done highly commendable work in advancing the welfare of the industry in the sections in which they are engaged. As proof of this statement, let it be recalled that reports of the meetings and activities of both groups have appeared in print in pages of the REVIEW quite frequently. Let it be recorded, further, that in the general interest of association promotion, during the past two years the REVIEW has published nearly 5,000 column inches of reports of meetings and other activities —a space equal to **two full issues of seventy pages each, containing no advertising of any sort, and no other material but that concerning associations.** Neither of these seventy-page issues would contain any material from either of the two manufacturer's associations in Chicago! And the REVIEW'S pages are always open to associations for their proper use.

The REVIEW has no way of knowing whether the sale of advertising in these two publications was sufficient to make them successful. But it is certain of the fact that it is unlikely that advertisers got their full money's worth. Consistency and regularity of telling an advertising message is the first point to be considered in buying advertising space. With these two association publications there can be no consistency; they are seen once, then forgotten. The second point is the number of readers who will see these two publications. The REVIEW does not know how many will receive copies, but it is certain that jointly both associations have but a small percentage of the total number of readers of the REVIEW, or of any of the other trade journals in the coin machine field. This, then, makes it an expensive matter to tell an advertising story. The fact that only a small area is concerned makes selling by means of this type of advertising still more expensive. We wonder how many machines, for instance, a manufacturer would have to sell in order to recover the expense of using the $2,500 space.

If these two bodies can procure their advertising support from outside the coin machine industry proper, that is well and good. But the industry itself cannot stand this sort of taxation.

Special publications such as this withdraw revenue from the magazines that are doing a consistent job of helping the cause of associations all over the country, that are reporting and recording trends, that are passing on to operators the findings of others for the betterment and increased profit of the industry. It's quite plainly a case of cutting off the right hand to give the left hand a better advantage.

Regular, monthly trade magazines serve the industry as a whole better than any other agency has done or can do. Regular, monthly trade magazine advertising will serve the manufacturer with far better results and at far lower costs than anything else can do. The same holds true for operators who want to dispose of used equipment, or buy other items.

These two special editions may be given support this time. But let other associations take warning and not accept it as precedent. Once tried, advertisers will rebel, and other attempts are pretty sure of being doomed to failure! ●

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Bally Claims

record for bell machine.

CHICAGO — Ray Moloney, President of the Bally Manufacturing Company, claims a record for the Bally Bell machine. For a three week period, a Bally Bell, in competition with four other bell machines, showed profit of more than four hundred per cent above the average profit of the other machines.

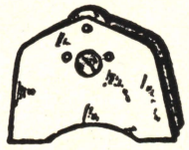
"That the Bally Bell monopolized the location, there is no doubt," Moloney states. "The operator, who had regularly serviced the other four machines in the location, placed the Bally beside them—two nickel machines, one dime machine and one quarter machine.

"On the first collection, the battery of four machines earned slightly more than the Bally Bell. This ratio was maintained on the second collection a week later. During the third week, the Bally Bell earned almost twice as much as the four other machines combined. Again on the fourth week, the collection of the Bally Bell exceeded collections for the four machines combined.

"During the three week period, the Bally machine took in several dollars more than the battery of four machines. At the last report," Moloney asserts, "this ratio was still holding good." ●

* * *

Sir Thomas Overbury once said of a man who boasted of his ancestry, that he was like a potato—the best thing belonging to him was under the ground.



Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.
When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE
50c Each; $5.00 per Dozen
$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

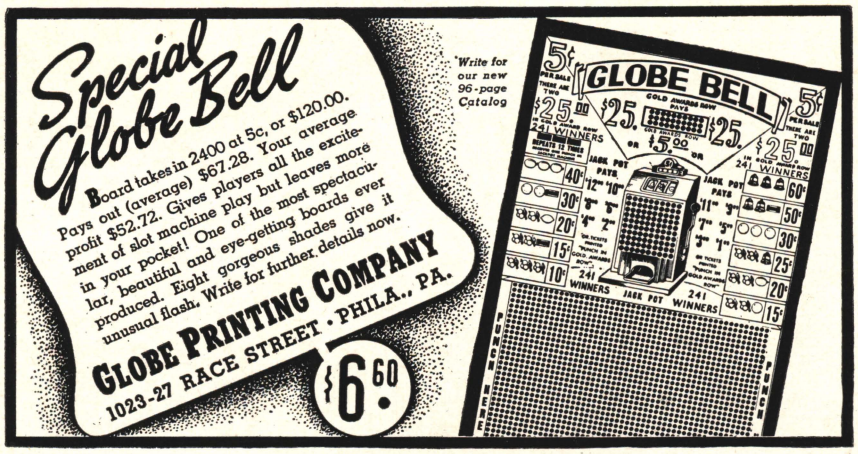
TIMING DEVICES
Electrical or Mechanical
For every coin machine need.
We supply leading manufacturers.
ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50	@ 7c	each	— Total	$ 3.50
100	@ 5c	each	— Total	5.00
250	@ 4c	each	— Total	10.00
500	@ 3½c	each	— Total	17.50

Write for Circular on
BRASS TRADE CHECKS
Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago, Ill.


Special Globe Bell
Board takes in 2400 at 5c, or $120.00. Pays out (average) $67.28. Your average profit $52.72. Gives players all the excitement of slot machine play but leaves more in your pocket! One of the most spectacular, beautiful and eye-getting boards ever produced. Eight gorgeous shades give it unusual flash. Write for further details now.
GLOBE PRINTING COMPANY
1023-27 RACE STREET · PHILA., PA.
$6.60
Write for our new 96-page Catalog
GLOBE BELL
5¢ PER BALL
$25.00
241 WINNERS
JACK POT PAYS
40 30 20 15 10
12" 10" 8" 4" 2"
11" 9" 7" 5" 3" 1"
60 50 30 25 20 15

Hines Opens

elaborate amusement center.

SANTA CRUZ (RC)—Newest amusement spot in Central California is the Santa Cruz Bowl which opened here recently with jobbers and operators from all over the state in attendance. Built by Harry Hines, formerly of the operating unit of Patton and Hines in Turlock, the structure and equipment represent an investment of $65,000.

Hines spared no expense in making his place an outstanding amusement center. The neon sign of a bowling pin which hangs above the sidewalk was made in the exact proportions of a bowling pin. Glass bricks form the front of the structure and behind these are played neon lights, which attracts attention to the building for several blocks. Equipment consists of eight 20th Century bowling alleys in red and blue with booths for scorers upholstered in matching leather. The billiard room contains eight 20th Century billiard tables together with Ray-O-Lite machines, candy and nut vendors.

The light stucco walls effectively set off the vending machines in the outer lobby, a 24-record Wurlitzer, Snacks, National candy, and a gum machine. A lunch counter adjoins the spectators' gallery and this, too, is equipped with various kinds of vending machines. The entire second floor is turned over to offices. Interesting note is the oil painting of Rip Van Winkle and the dwarfs bowling on the green which hangs in the main foyer.

Andy Miller is in charge of alleys and in the afternoons he, Mrs. Fisher, Hines, and Hines' son teach bowling. Grace in bowling is emphasized by all the instructors who seem enthusiastic about the progress of their pupils. Never before, according to local citizens, has anything caught the public fancy like bowling since the erection of the Santa Cruz Bowl. All classes of people are taking it up from the socialites down through the ranks of service clubs, lodges, and high school clubs to the groups from the various churches. It is Hines' hope that the women will continue to come in the same large numbers so that his place will become a recreational force in the community. So far, his main difficulty has been handling the crowds. At no time of the day or night since The Bowl has been opened have the alleys been free and evenings see prospective patrons clutching waiting tickets in the outer lobby. ●

Junk Old Games

The following letter was received by THE REVIEW recently from a new subscriber in British Columbia:

"It is a pleasure to receive THE REVIEW for which Mr. Perce Shields is responsible. Please extend my sincere thanks to him for me. It's like waking up after a bad dream to look into the news in THE REVIEW and to see all the new machines and devices. Each and every operator should be grateful to those responsible for the constant flow of new ideas in this industry and in turn should show appreciation by disposing of all the obsolete devices. I really mean to get rid of them forever. Instead of trading them in on new models, for which the trade-in value is only a blind, junk them so as not to hold back newer designs. What do you think?

BARNEY BLAND

EDITOR'S NOTE: *The staff of* THE REVIEW *voices "Amen" to this suggestion.*

Early Shipment

on new 5 Star Final is possible.

KANSAS CITY, MO.—Shipment on the new counter game, 5 Star Final, a product of the Colonial Manufacturing and Sales Company of Kansas City, can now be made within a day or two following receipt of the order, according to Ben J. Earnest, Salesmanager of the concern. In a short time the company will be able to make shipment the day the order is received.

"The new counter game, advertised for the first time in this issue of the COIN MACHINE REVIEW, is an inexpensive coin operated machine that can be used to advantage in closed territory," Earnest states. "It is built on the principle of dropping a marble in the hole of a cigar box. In the 5 Star Final, instead of using marbles you drop pennies in the slot. There are 12 slots paying player rewards from 5 to 1 up to 25 to 1, and there is never a penny in sight."

It is reported that the players bet among themselves on high score, for merchandise awards, and for amusement. One cigar stand proprietor stated recently, "My customers put pennies in my machine to watch them dance and glide over the polished aluminum dome." It is a penny catcher de luxe, Earnest states, and can be used anywhere. ●

Old-Age Pension

lotteries up for discussion in Wis.

MADISON, WIS.—A joint resolution which would amend the constitution to give the Legislature power to set up old-age pension lotteries was introduced in the State Assembly on March 15. Harold Lytie, of Green Bay, placed the bill before the Assembly for discussion.

In order to take effect, the resolution would have to be adopted by the present Legislature and the 1941 Legislature. The final stamp of approval needed would be the vote of the people in a referendum. ●

NOTICE

Subscribers should report any changes in address DIRECT to us. The Post Office Department will no longer permit the delivery of mail incorrectly addressed and second class mail will NOT be forwarded. NOTIFY US at once of any error, or change, in your address.

COIN MACHINE REVIEW
1113 Venice Blvd. Los Angeles

Printing

PRINTERS TO THE COIN MACHINE TRADE

●

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

●

HOLDSWORTH PRINT SHOP
128 S. Alma St. Los Angeles, Cal.
AN. 16077

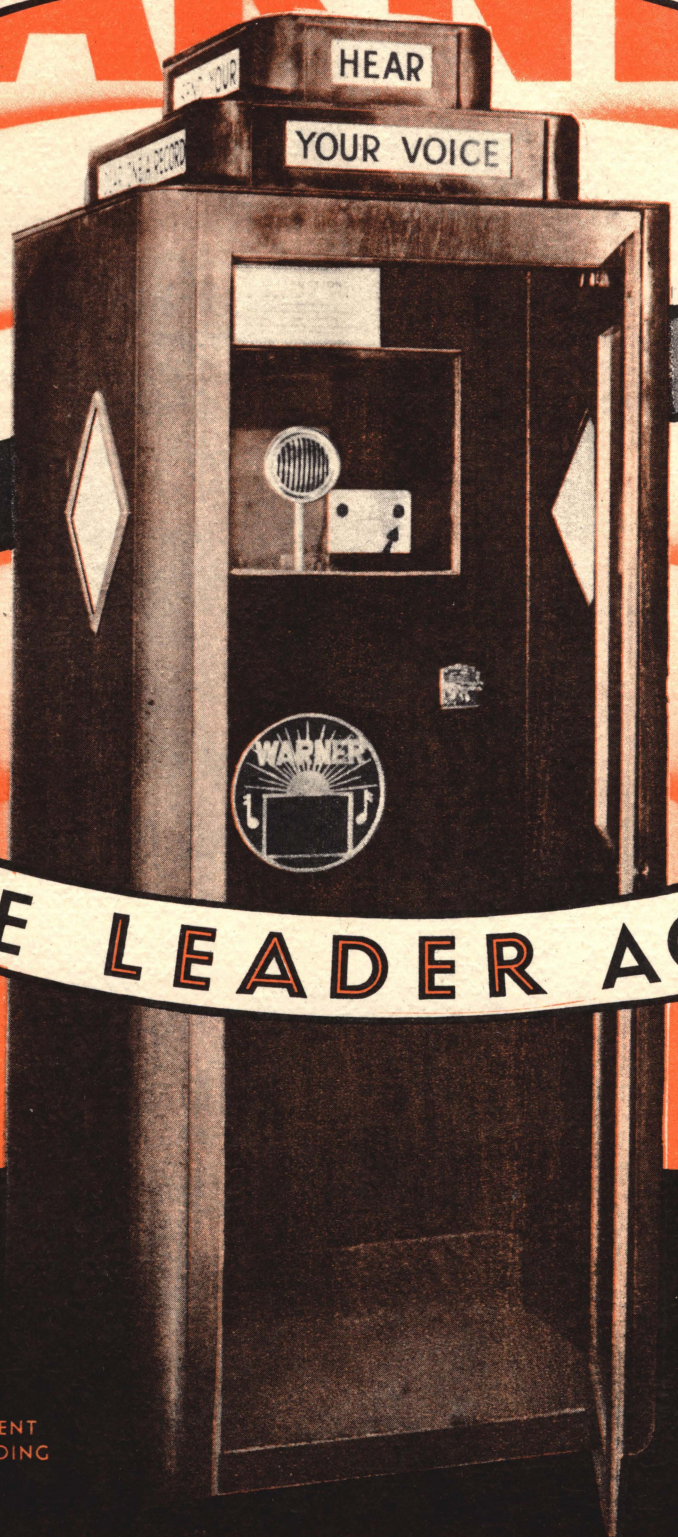
BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickle plated checks add $1.00 per M to above prices.
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

NO CASH VALUE-SOLID OR WITH HOLES

OUT OF THE WEST COMES



THE LEADER AGAIN

PATENT PENDING

It's the WARNER AUTOMATIC VOICE STUDIO

THE WARNER AUTO
TAKING TOP MONEY AT THE GOLDE
ON TREASURE ISLAND

INTRODUCING AN AUTOMATIC VOICE RECORDING MACHINE

They made their DEBUT at the GOLDEN GATE INTERNATIONAL EXPOSITION on Treasure Island, in San Francisco Bay, and they will also be in operation at the NEW YORK WORLD'S FAIR. They are taking TOP MONEY, and rightfully so, for they are the talk of the Exposition.

Everyone is interested in knowing how his voice sounds to the other fellow, even you.

Just think of it—all you do is place a quarter in the slot, talk into the microphone, then listen for your recorded voice to be played back to you. The record will then be delivered to you, so you take it home or mail it away. These records will play on any phonograph.

The Warner Automatic Voice Studio bears the name of its inventor, one of the oldest and best known recording engineers and producers of sound equipment in the country, having made millions of recorded phonograph records and manufactured as many as any other individual.

It was while engaged in this business that he found the great demand for a convenient and inexpensive way for any person to record his own voice; thus this new and great voice studio was born, manufactured and put to the most vigorous and rigid tests.

STRICTLY PRIVATE

ACTUAL SIZE OF RECORD

This studio is strictly private; the beautiful walnut finished cabinet is much larger than the ordinary telephone booth, graceful in design and substantial in construction.

Its dimensions are thirty-four inches wide, forty-two inches deep, and seven feet seven inches high over all.

It will conveniently hold from one to three persons, enabling them to talk, sing or play a musical instrument without the embarrassment of being heard by others on the outside, for some people are naturally timid and this feature is appealing.

It must be remembered that as soon as the record is made it is immediately played back to the person or persons who made it; therefore, if the matter is of a personal nature it cannot be overheard on the outside of the machine with the door closed.

WILL BE OPERATING AT TH

MATIC VOICE STUDIO
EN GATE INTERNATIONAL EXPOSITION

IN SAN FRANCISCO BAY

WILL TAKE TOP MONEY

The Warner Automatic Voice Studio will take TOP MONEY on any location; it operates on quarters only, gives a greater value for your money, for ordinarily a recorded record would cost you at least $1.50.

Just think! It has a capacity for recording, playing and delivering 28 records per hour, which is equal to $7.00. Assuming that your machine is only in use five hours a day, which is VERY CONSERVATIVE, this means it has taken in $35.00, and we can prove they can do and are doing better than that day by day. Consequently, the machine has recorded 140 records, the cost of which is five cents each, or $7.00. Suppose, now, that you pay 20% of the gross or $7.00, as rent. This makes your total cost $14.00, or 40% of the gross, leaving you $21.00, or 60% as your profit. CAN YOU BEAT IT?

The magazine or record container holds exactly 140 records. There are now machines that require reloading twice daily.

Think of it! $21.00 a day net to you for 30 days. This is $630.00 per month, or $7,560.00 per year net.

WE INVITE COMPARISON WITH ANY COIN-OPERATED MACHINE THAT IS LEGAL.

Just plug the machine in on any location, load it with 140 records and you are in business—a more profitable business cannot be found anywhere.

SIMPLE IN CONSTRUCTION

All working parts of the Warner Automatic Voice Studio are simple in construction, all gears are standard, motor and amplifier are the best quality money can buy, built to withstand the heaviest usage such as they are now receiving at the Golden Gate International Exposition and will receive at the New York World's Fair. This alone is sufficient recommendation and demonstration for any business man.

All records are cut with a sapphire needle; these, too, are the best that money can buy. Each machine is equipped with ABT coin slot, the coin receiving box is sturdy in construction and easily accessible through the rear door. Both coin box and rear door can be securely locked. Each operation is recorded on an automatic tabulator, registering the number of times that machine has been used. The microphone, being the latest type, gives superb performance.

IE NEW YORK WORLD'S FAIR

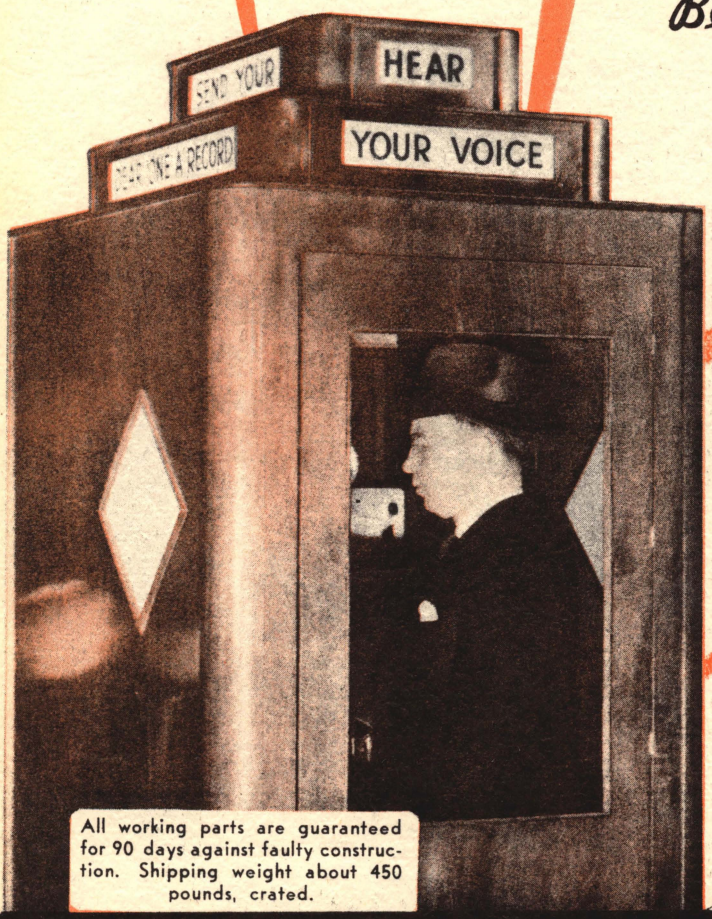
THE WARNER AUTOMATIC VOICE STUDIO WILL PAY FOR ITSELF IN 30 DAYS

MANY GOOD LOCATIONS

Locations are easily obtainable because the average merchant is naturally looking for increased revenue and welcomes the percentage you can well afford to pay; it requires very little attention and only consumes a maximum of 150 Watts per hour while in use and 100 Watts per hour while not in use, as only the illuminated signs and interior light burn constantly. These machines prove most profitable in Department and Drug Stores, Bus and Railroad Stations, Public Buildings, Amusement Parks, Clubs and Cocktail Lounges, Resorts, County and State Fairs, Hotel Lobbies, Colleges and Schools, etc.

HOW IT OPERATES

1. Place quarter in money slot at right, push in. You will immediately notice arrow or indicator, through glass, start moving to left.
2. Start talking as GREEN LIGHT at upper right appears.
3. Speak normally about six inches from microphone and continue talking as arrow, or time indicator, reaches extreme left and RED LIGHT appears. Time about one minute.
4. Your record will immediately be played for you.
5. Your record will now be delivered to you from opening where name plate appears.
6. These records are five inches in diameter, made of aluminum and non-breakable; can be played on any phonograph.
7. We recommend the use of FIBRE OR CACTUS NEEDLE. A five inch square manila envelope and needle can be furnished with each record. It can then be mailed anywhere.
8. Records can be furnished through us or supplied direct from the manufacturer at $50.00 per thousand. Needles can be supplied by any music store.



All working parts are guaranteed for 90 days against faulty construction. Shipping weight about 450 pounds, crated.

Be first in your territory with this Big Money Maker!

Don't Delay—Act Today!

Start With One or a Carload . . . Remember, We Invite Inspection and Comparison. It Is Incomparable.

SEE THEM . . . RECORD YOUR OWN VOICE

●

Write, Phone or Wire Your Order Today

D & C DISTRIBUTING CO.

JOBBERS AND DISTRIBUTORS

839 Leavenworth St. ✓ Phone ORdway 6540

San Francisco, California

Your Inquiry Will Be Answered In "Record Time"

DULFER LITHO. S. F.

OUT OF THE WEST COMES THE LEADER AGAIN

Modern Merchandising

New Selmor

vendors received with enthusiasm.

KANSAS CITY, MO.—The new 1939 line of Selmor penny candy and nut vendors has been received with great enthusiasm, according to A. E. Sandhaus, President of the Great States Manufacturing Company of Kansas City. The modern, new vendor is displayed for the first time in the April issue of the COIN MACHINE REVIEW.

Sandhaus, who has just returned from an extended northern trip, states that the jobbers and distributors he contacted showed a great deal of enthusiasm for the new machine and "literally wrote their own orders for large quantities as soon as they saw my sample."

A second development of the Great States Company, of which they are equally proud, is the new penny slug rejector, also pictured in their advertisement in the April issue of the REVIEW. "It is designed to fit any penny machine taking pennies from the side. The clever little device is the result of months of experimental work and is a perfect die cast job, chrome plated, that adds to the appearance of the machine it is attached to. It is the perfect watch dog and more reliable," Sandhaus states.

Great States has been working on eighteen hour shifts in order to prepare several new and startling games, according to reports from the experimental department. They will be announced to the trade shortly. ●

SAVE ON STANDS

PENNY - NICKEL COUNTERS

National Headquarters For

PIPE - ANGLE IRON - SHEET METAL

STANDS - FILLED - UNFILLED

To Fit All Makes of Vendors

SPECIAL STANDS TO ORDER

$1.00 LOWEST PRICES WE SAVE YOU MONEY

Automat Games - 2425 Fullerton - Chicago

Carbonation Important

to beverage vendors, Buckley believes.

CHICAGO—The secret to the success of coin-operated beverage vendors lies in proper carbonation, is the belief of Jim Buckley, General Sales Manager for the Bally Manufacturing Company.

"Carbonation is destined to be one of the most important words in the coin machine man's dictionary," Buckley states. In discussing the operation of Bally's new beverage vendors, which Buckley claims is rapidly assuming the proportions of a major boom, he states, "Carbonation is as important to the beverage vendor as suspense and action are to the pin-game operator and tone and volume to the music man.

"Carbonation is the process by which water absorbs carbonic gas, thus producing carbonated water used in the manufacture of beverages. Complete saturation of water with gas, or high carbonation, is vitally important in the manufacture of carbonated beverages. It produces a sparkling, peppy, thirst-quenching drink which satisfies the patron and insures repeat business.

"The Agitation Method used for the production of carbonated water in the Bally Beverage Vendor is recommended by carbonic equipment experts," Buckley asserts. "It insures one hundred per cent saturation of water and gas. Even more thorough in the process, is the spray-and-agitation method used for best results in all new Bally central blending units.

"In this method water enters the gas-filled carbonating chamber through a 7-jet spray-head, thus atomizing the water into a fine mist-like spray. The water surface exposed to the gas is multiplied many times allowing the water to absorb more gas, and making possible a quicker and better carbonation."

In further pointing out the new features of the Bally unit Buckley says, "The Bally Beverage Vendor is the only coin-operated beverage machine employing the spray-and-agitation method. Besides insuring the high carbonation essential to beverage sales, the central blending unit permits the operator to control the quality of beverage by accurately proportioning water and syrup. If local water is unsatisfactory, a filter may be used.

"Nothing is exposed to the air before the drink is served. There is no open water reservoir as the water used flows directly from the city supply, through the carbonator, into valve-sealed stainless steel barrels. Syrup containers are opened only at the central blending unit, where strict sanitation is always maintained. The Bally method is based on the principal that carbonated beverage drinkers are fussy and that they demand the true tang and flavor of a properly prepared, highly carbonated beverage." ●

Features Enumerated

on new Victor vendor.

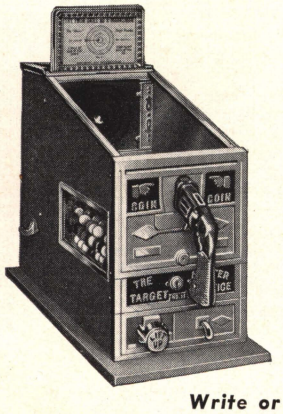
CHICAGO—Victor Vending Corporation's new Challenger has been placed on the market and is being received enthusiastically by distributors and operators, according to an announcement coming from Harold M. Schaef, President of the organization.

Schaef states that the Challenger is the result of many months of careful planning. It has been designed to overcome all objections operators have experienced in the past.

In explaining the new vendor, Schaef states, "It offers streamlined beauty, genuine quality and full time performance at a price amazingly low. It vends closely uniform portions, with a wide range adjustment. The special porcelain, slick-slide delivery chute is sanitary and non-clogging. All Challenger models provide slug protection, are easy to operate, and are constructed of the finest materials."

Production facilities are geared up to meet all demands for the Challenger, Schaef states.

Attention Operators!

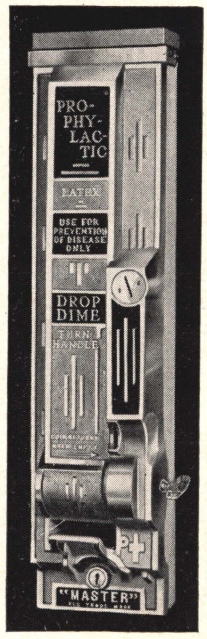


Put these two winners on the firing-line and capture big, new Profits.

Like the famous "MASTER" bulk merchandise venders they are proven money makers and built to give long service.

—— FLASH ——

SPECIAL REDUCED PRICES ON "MASTER" VENDORS For Limited Time Only



Write or Wire Today!

The Norris Mfg. Co.

COLUMBUS OHIO

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500	Texas Operators	$10.00
298	California Operators	2.00
154	Tennessee Operators	1.00
92	Louisiana Operators	1.00
108	Oklahoma Operators	1.00
112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130	Kentucky Operators	1.00
200	Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

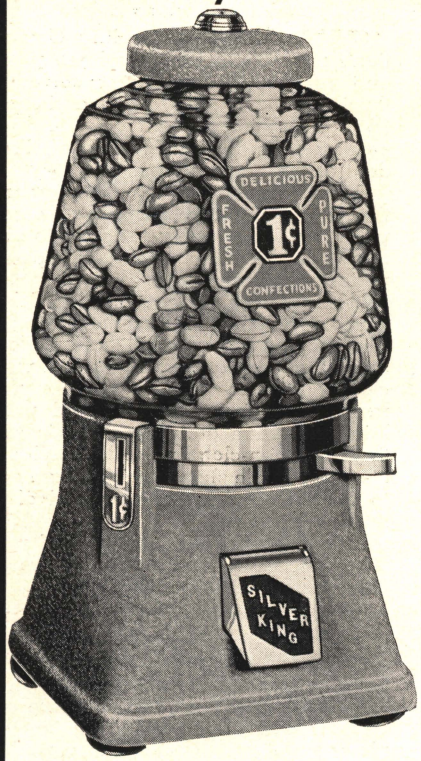
SUPREME PRODUCTS CO.

333 N. Michigan Ave. Chicago, Ill.

Announcement

BUY NO VENDORS

Until you have seen the sensational



HAMMERLOID "Silver Kings"

More profits — better locations with these beautiful Style Leaders. A sparkling hard smooth finish that does not crack, chip or peel. Let us show you how to make money with vendors.

Check and mail coupon NOW!

Automat Games—2425 Fullerton
Chicago, Illinois

Send me FREE details and low money saving prices on:

- ☐ "Silver Kings"
- ☐ "Silver Twin"
- ☐ "Silver Charm"
- ☐ "Factory King"
- ☐ "Silver Queen"
- ☐ "Stands"
- ☐ "Wall Brackets"
- ☐ Coin Counters
- ☐ Scales
- ☐ "Merchandise Container"

Mail This TODAY!

$5.50 *Lots of 10* *Sample $6.50*

Almonds

bring profits to operators.

SAN FRANCISCO — "Operators, use almonds in your penny vending machines. They are the fastest selling product on the market and, due to an exceptionally low price this year, they are available to all operators throughout the United States." This is the tip going out to operators from Einar Wilslev of the Viking Specialty Company.

Almonds always have been the fastest selling merchandise in penny machines, Wilslev claims, and are popular with location owners as well. There are no shells to be removed and thrown on the floor, and customers like them so well that they buy far more than any other kind of nut.

Thousands of pounds of nuts are being shipped every week, according to Wilslev. Freight rates are very low on nuts of all kinds and are shipped to any part of the country at a small cost. Lately operators in Oregon, Washington and other neighboring states have taken advantage of the low cost of almonds and are using them in their machines with fine results. Wilslev reports that he has shipped almonds as far east as Illinois and Pennsylvania and he expects many other operators throughout the country to start using almonds.

Almonds are quoted in California at 40 cents per pound, in 30 pound cartons. The size of almonds supplied count approximately 450 to the pound. Most operators vend an average of four for a penny, thus one pound brings back more than $1.00, it is claimed. ●

* * *

Puzzler

A big Indian and a little Indian are walking down the road. The little Indian has a red feather stuck into his hair, tilting at a 38 degree angle—which may or may not help you solve this puzzler.

The little Indian is the big Indian's son. Yet the big Indian is not the little Indian's father. How can this be? (Answer—elsewhere on this page.)

CMA of N. J.

holds second annual exhibit and party

NEWARK, N. J..—Meeting for the Second Annual Exhibit and Anniversary Celebration, members of the Cigarette Merchandisers Association of New Jersey, Inc., gathered at the Hotel Robert Treat on Sunday, February 19. The Exhibit, held in the McCarter Gallery, was attended by a large group of association members and friends.

Exhibitors taking part included: Advertizit Match Company, Axton-Fisher Tobacco Company, A. H. DuGrenier, Inc., Jersey Match Company, P. Lorillard and Company, Inc., Philip Morris Company, Ltd., Ohio Match Sales Company, Potter Press Salesbooks, Rowe Manufacturing Company, Schenley Products, Inc., Stewart and McGuire, Inc., U-Need-A-Pak Products, Inc., and the Universal Match Company, Inc.

Over two hundred and fifty dinners were served at the banquet following the exhibit. An interesting and varied program entertained the crowd during and following the banquet.

Prizes for the mystery awards were presented at the banquet. A DuGrenier Automatic Cigarette Vendor was won by the Public Service Tobacco Company. The Hudson County Tobacco Company received a National Cigarette Vendor. A Rowe Automatic Cigarette Vendor went to Alfred Sharenow while a Stewart-McGuire Automatic Cigarette Vendor was won by Aaron Gosch. Le Peko Company received the final vendor awarded, a U-Need-A-Pak Automatic Cigarette machine.

Other prizes were won by: Arthur Mills, Aaron Gosch, S. Robert Mittleman, Leon Rosenthal, Anthony J. Masone, Harry Zink, A. Hans, Mrs. Babe Kaufman, Miss Hannah Fadem, Harry Cately, Leon Eskin, Harry Rosen, Charles W. Stange, Harry Hartman, H. D. Hartzell, John Sharenow, Mannie Weinberger, Alfred Sharenow, Frank Bush, Nat Turkel.

Among the distinguished guests was Benny Goodman. Other guests of note were: Alfred Sharenow, Anthony J. Mason, Robert Kline, Harry Rosen, Walter Guild, Martin Berger, Matthew Forbes, Miss Blanche Buchard, Miss Estelle Coleman, Murray Weiner, Chris Gabrielson, Les Paul, Marty Powell, A. Van Tassel, A. Brown, Leon Rosenthal, Marc Wolf, Harry Greenburg, Nat Fruitman, A. H. Cohen, and A. H. Warthington.

The door prizes were won by Miss Nellie Collins and Isadore Bergman, each of whom were awarded a fitted ladies' and man's aeroplane traveling bag. ●

Answer to Puzzler

The big Indian is the little Indian's mother.

5 STAR FINAL

Remember the
SMART KID'S MARBLE GAME?
Here'tis with variations and more merchandise in Closed Territories. See our ad Page 10 for Operators' Special.
GREAT STATES MFG. CO.

McCALL'S Weekly Specials
SLOT MACHINES

5c	Milco Venders (Brown Fronts), New	$65.00
5c	Mills Blue Front, D. J. P.	32.50
10c	Mills Blue Front, D. J. P.	37.50
5c	Mills Skyscraper, D. J. P.	19.50
5c	Mills Yellow Fronts, S. J. P.	25.00
25c	Mills F. O. K. Vender	17.50
10c	Mills Extraordinary D. J. P.	17.50
5c	Mills Cherry Bell, S. J. P.	49.50
1c	Mills Green Front Q. T.	29.50
1c	Mills Orange Front Q. T.	27.50
1c	Jennings Triple J. P. Little Duke	12.50
1c	Watling D. J. P. (Late Models)	12.50
5c	Jennings Chief (Late Models)	35.00
5c	Jennings Silver Chief	49.50
50c	Jennings Chief Bull's-Eye	45.00
5c	Jennings Triple J. P. Century Model	19.50
5c	Pace Comet All-Star (Like New)	25.00
5c	Watling Rol-a-Top	27.50
25c	Slots for Rathskeller	5.00
	Wurlitzer 412, Electric Fronts	69.50
	Popmatic, Like New	29.50

WANTED

Mills Vest Pocket Bells and Bally Grand Stands.

Write for Price List No. A-211.
WE BUY, SELL OR EXCHANGE

McCALL NOVELTY CO.
3147 LOCUST ST. ST. LOUIS, MO.

Pacific Northwest Patter

By LOUIS KARNOFSKY

Probably the busiest man in the Northwest these days is Phonograph Operator Ray Pepple. Last month Ray was pressed into service by the Seattle office of the U. S. Department of Interior. Before office hours, during lunch time, and after office hours, Ray can be seen servicing machines, with a bundle of records under his arm, and a tired look on his face. He wonders if something could only be done to stretch the 24-hour day into a 30-hour one.

There is an old saying that three is a charm, but we hereby issue warning to all coinmen not to try to sell Operator Morrie Dickinson on the idea. On two occasions Morrie parked his car on Coin Row and blithely went into a jobbing house. When he came out, he saw a vacant space where his car had been. Morrie called police each time and his car was soon recovered. On the strength of past occurences, the third time is hovering on the horizon and Morrie is not so sure Lady Luck will be around to return his car when and if the day arrives.

A welcome Seattle visitor last month was Homer B. Hoffman, Jack Moore's Spokane manager. Instead of discussing business trends or the European situation, Homer spent every spare moment extolling the virtues of his adopted son Jimmy. According to H. B., the lad is a cinch to become an operator. Already he has acquired the knack of coin collecting. When Homer goes to sleep or takes a nap on the couch, Jimmy systematically empties his dad's pockets of all coins. Hoff doesn't know for sure whether the lad will be a coinman or a Jesse James. Homer says he can't be a Jesse James because there are no horses within miles of the Hoffman homestead.

Local coinmen have become speedboat minded, it seems. Last year Johnny Michael started the ball rolling by being the first coinman to own and operate one. Then two months ago Earl Heroux purchased a craft. And just last month a new operator, Jack Corcoran, entered the fold and bought a new water speedster which he calls "More Trouble." When Michael made the mistake of claiming his boat was the fastest thing on waves, Corky upped and challenged Michael to prove it. So the two had it out at Devil's Lake, and Corky gave Michael a "devil" of a beating. So bad, in fact that the Coast Guard had to go to the rescue and tow Michael's craft to shore.

Coinings on the Cuff:

Here is a red hot tip straight from Dan Cupid. "Ducky" McFarland and a cute little Portland blonde have that certain look in their optics. . . . Bill Boyd is no longer with Superior Distributors. He's in Portland selling vacuum cleaners.

The local Jack Moore office has installed a nifty show room. The supervisory work was performed by Dick Robinson. The mechanical work was taken care of by "Ducky" McFarland and "Bossy" Boswell. . . . Thelma Oliver, of the Moore office, recently took a pleasure-business jaunt to Spokane, Walla Walla and points east and south.

Coin Row not only boasts of the city's prize fisherman in Harry Weatherwax but also one of the city's ace fisherladies in Beulah Boyd, who last month snagged a mess of trout from Skagit River. She showed up "Tiger" Leamer, Western Distributor's top mechanical man who came back empty handed.

Ed Perry, of Interstate Novelty, and Thomas Gum, made the trip from Spokane to see his new Seattle manager, Charley Allen. . . . A new nifty on display is the Coca-Cola vendor, which not only soothes the thirst but the eye as well. . . . Sporting a new Buick is A. G. Cassutt . . . And seen around town in a new Dodge is "Ducky" McFarland. ●

Selling Yourself

is theme of Mangan book

"The Knack of Selling Yourself," a new book by James T. Mangan, Advertising Manager of the Mills Novelty Company, has been recently published by the Dartnell Publishing Corporation.

Mangan, long respected as a leader in his field, and recognized not only as an author but as an originator of new and original advertising and merchandising ideas, has somewhat startled the reading public with his latest book. Many of the ideas expressed are so different from most of the "accepted" rules of the day that many readers have been more or less critical of the book.

In his latest book, Mangan seems to have set forth an entirely new business creed. Whether or not it is new or merely the first time it has been exposed to the light is something that each reader must decide for himself.

In a light, easy style, the author outlines his plan for the successful business man. The eight main points that every man must master if he is to gain success, according to the Mangan theory, are: Expression, promise, guts, approach, diplomacy, familiarity, reliability, and persuasiveness.

Each of these points are carefully presented in a brief but thorough form. In each section Mangan presents his theory that a man must work continually—and somewhat selfishly—if he is to make much headway in the business world of today. With such an idea in view, he says very wisely, "acquire each day a little more knowledge, freshness, enthusiasm, philosophy and vision."

Among Mangan's other well known writings are: "You Can Do Anything," "Thoughts on Salesmanship," "Push On," and "Learn to Write." His most famous article is his nationally known "Write A Letter," used by the United States government to promote the use of the mails. ●

Removal of Scales

from public property ordered.

LOS ANGELES.—The removal of all scales and weighing machines from public sidewalks has been ordered by the Board of Public Works. Inspectors in the department were instructed to serve notice on all owners of machines and to see that the order was inforced.

Several complaints in the past have brought the attention of officials to existence of scales on public property. It is claimed that many of the scales have been obstructing traffic. ●

* * *

She was only a dentist's daughter but she had her nerve.

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

Reliable Vending Machine Company
452 Venice Boulevard
Los Angeles, California

M. Brodie Company
2182 Pacific Avenue
Long Beach, California

Vending Machine Headquarters
1160 Mission Street
San Francisco, California

Viking Specialty Co.
530 Golden Gate Avenue
San Francisco, California

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

—CLEARANCE SALE—

Subject to Prior Sale
Clearing Following Pin Games:

		Each			Each
10	AIRWAYS	$10.00	2	FLEET	$30.00
3	BALLY RESERVE	19.50	3	HI-LO	20.00
2	BAMBINO	22.50	5	JUNGLE	20.00
5	CARGO	17.50	5	LIGHTNINGS	12.50
1	CADET	19.50	5	PALM SPRINGS	27.50
2	CHICO BASEBALL	17.50	5	ROCKETS	10.00

We carry a complete line of late, new machines, counter games and automatic payouts. Supplies and parts for all games.

Southwestern Vending Machine Company
2833 W. Pico Street ROchester 1421 Los Angeles, Calif.

In New York

by
IRVING SHERMAN

CMA claims as a member the only Ph.D. in the trade. Dr. Leopold Brauer, a German refugee, was admitted to CMA ranks recently and has taken an active part in activities of the Association. It is rumored that many of the boys have spent spare hours in local libraries brushing up on their Kant, Neitsche and Schopenaurer in order to make the best impression on our philosopher.

Jackson Bloom, of the Cigarette Service Company, lost his appendix the other day. He claims it took ten guys and a couple of nurses to do it.

Nat Bloom, Jackson Bloom's older brother, denies that the doctors found a couple of slugs and a bent dime in Jackson. "That's nothing but slander," Nat asserts, "everybody knows that my brother Jack has perfect vending."

It seems that Jim Noonan's sinus is bothering him again. Jim has been in and out of hospitals quite a bit of late. Noonan has built up a nice route of phonographs in the West Bronx and he can thank the Automatic Music Operators Association that with all these trips to the hospitals he hasn't been bothered by loss of a single stop. That, we claim, is really a record.

A swanky visitor to the last CMA meeting was Babe Kaufman and her partner, Sam Rabinowitz. When Miss Kaufman joins the periodic confabs, the boys always start pulling at ties and brushing back the one or two hairs they have left. And she is no mere spectator at these affairs. She is one of the outspoken members of the organization and is always ready to speak on anything that will benefit the Association.

The latest report from the avoirdupois front reports that Lee Rubinow is taking off the pounds. He lost 12 pounds, he claims, and he is going to keep up the schedule. The President of the Phonograph Operators is tired of listening to cracks about his weight and says, "If it's pulchritude those fellows want, I'll show them."

A good many complaints are coming in from cigarette operators about robberies and spurious money. The CMA has resolved to do something about it and has committed the association to a reward of $25 for the apprehension of anyone tampering with a cigarette machine. Stickers will be printed for prominent display on vendors.

The Third Annual banquet of the CMA, held March 11 at Hotel Pennsylvania, proved very profitable for this Association. Credit goes to the Entertainment Committee headed by William Peek, the Banquet Committee of which Michael Lascari was chairman, and the patronesses of the affair: Mrs. William Peek, Mrs. Aaron H. Gosch, Mrs. Samuel Yollen and Mrs. Matthew Forbes. The Entertainment Committee included Alexander Fraser, Lawrence Serlin, Harold Roth, Babe Kaufman and Michael Lascari. The Program Committee was made up of Jackson Bloom, George Vassar, Aaron H. Gosch, Thomas Cola and Samuel Yolen. The Ticket Committee consisted of Samuel Jacobs, Louis Schwartz and Nat D. Franklin.

James Hicks, formerly office manager of the Automatic Operators Association, has resigned. A capable chap, Hicks will soon announce his plans for the future. He has the best wishes of his host of friends among the phonograph operators and manufacturers.

William Blatt and his brother, Teddy Blatt, are doing handsomely in the Brooklyn territory. William, the elder brother, is considered one of the outstanding men in the trade. Teddy Blatt, who is an attorney, has pioneered in behalf of trade association organizations and helped in the creation of the Greater Amalgamated Vending Machine Operators Association, of which Saul Kalson is the guiding spirit.

Benjamin Orowitz, formerly Vice-President of the CMA, and associated with the Kings County Cigarette Service, is glad to be back at work after a long illness. He feels that he has lost track of the doings of the CMA but states that he will be back at meetings and will attempt to catch up with all that is being done.

A jobber who continues to expand is Mike Munves, who recently took over Acme Vending. Mike demonstrates his confidence in the future of pinball games by investing money in new outlets.

George Ponser reports that the first few months in 1939 have shown improvement in the amusement machine trade. "Evils laid at the door of pinball operation," Ponser states, "is a thing of the past. Organizations like the Amalgamated Vending and the Greater Amalgamated offer evidence that fair dealing and self regulation occur in this trade as often and with as much success as in any other business or enterprise." ●

Veteran Op. Passes

LOS ANGELES—Bull Durham, one of the industry's oldest dealers, died at Sawtelle on Thursday, March 16.

Durham, a Major in the Army, had been under treatment at the Soldier's Home in Sawtelle for over a year. The funeral was held in the Sawtelle chapel at 2:00 p.m., on March 20. Durham is survived by his wife. ●

* * *

Guide in Egypt: "It took hundreds of years to build those pyramids."

Tourist: "Oh, I see! It was a Government job, then."

* * *

Teacher: "There's no difficulty in the work that cannot be overcome."

Pupil: "Have you ever tried squeezing tooth-paste back into the tube?"

5 STAR FINAL

"Greetings, Gates; Let's Beat the Skates!"
Cut yourself Extra Dough with Sensational New Penny Game for Closed Territories! See our ad Page 10 for low-down!
GREAT STATES MFG. CO.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES F-5075

You'll never regret investing in
BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 holes and the top payout is $25.00

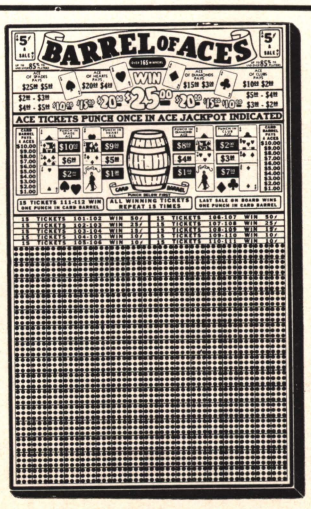
Takes in $114.75
Pays average 59.29

Average profit ..... $ 55.46

Price $3.71 each

It's A Sure Winner — Order Today

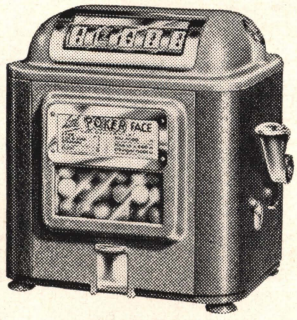
CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Avenue Chicago, U.S.A.



Hey Fellows — I Got Em!

AT FACTORY PRICES — WE PAY FREIGHT!

Exclusive California Distributor for
Poker Face



$17.95
Wire for Quantity Prices

Spinner Winner

$39.50

Today's Hottest Buys

POT SHOT
1 ball—free game—
3 way multiple.....$149.50

CONTACT
5 ball—free game.....$99.50

RINK
5 ball—free game.....$89.50

Reel Poker
$17.50

Herb McClellan Company

1354 WASHINGTON BLVD. **PR-9111** **LOS ANGELES**

Coin Machine Operators Ass'n of Philadelphia

By HARRY BORTNICK

The finest and best banquet ever given by any coin machine association in the history of the oldest operator was the one held at Benny The Bum's on Sunday, March 12th. It was an outstandingly enjoyable affair with everybody having a great time.

Harry Wexelblatt, counsel for the Pennsylvania State Association, acted as master of ceremonies and introduced the numerous guests. He made a brief address in which he congratulated the organization on having made great strides toward uniting the entire industry in this section under one banner and for cooperating so well in aiding the rest of the State to gain needed, progressive legislation.

Thanking the members for the honors bestowed upon him in being elected President for the second successive year, Martin Mitnick also thanked the tremendous crowd for attending and expressed his best wishes for another year as successful as the past one. Frank Engel, Vice President, presented Martin Mitnick with a gift in appreciation of the fine cooperation which he has always given. He also gave his partner, Mike Spector, a present in appreciation of the time Mike allowed him to take from their business and devote to the interests of the organization. Spector was applauded for his efforts in behalf of the organization.

Bernard R. Cohn, counsel for the Association, advised the organization members to continue to cooperate and work together and told them that only in that manner could they continue the success which has met their efforts in the past. He promised that the coin machine industry would remain free of any troublesome legislation as long as the operators continued operating in a legitimate manner.

A grand floor show with well known theatrical personalities, and featuring Victor Hugo's swing band, entertained the gathering and kept them dancing until the wee hours of the morning.

J. Gillispie and J. Medvene were winners of special prizes distributed at the banquet.

The COIN MACHINE REVIEW was well represented as this representative, and Paul W. Blackford, publisher, sent telegrams. Five one-year subscriptions to the REVIEW were contributed by this reporter as special prizes. At a special drawing held at the meeting of Tuesday, March 21, this reporter was given the honor of drawing names. The following were winners of the subscriptions to the REVIEW. J. Sloan, N. Sevitch, A. Spier, L. Kaplan and Martin Mitnick. Congratulations gentlemen!

Newest subscribers are: Ben K. Seltzer; Herbert W. Naumann; William Oels; Harry Zaslow; Jack Kauffman, of K. and C. Distributing Co.; Jules Wenger; Al. Rodstein. Thanks a lot, boys, for the subs. Hope you like the magazine.●

ELGIN & WALTHAM
RENEWED AND GUARANTEED
Men's Wrist Watches
Wholesale Jeweler Since 1914.
Send for Free Catalog.
25% Deposit, Balance C. O. D.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

$2.98
Watch, 7 Jewels
New Cases.
New Leather Strap.

Public Taught

benefits of coin operated games.

NEWARK, N. J.—In an effort to make the public conscious of coin machines as a form of amusement, the Amusement Board of Trade published the first of a series of advertisements in the Newark Evening News on March 15. A large ad stated that "bagatelle games are an economical and relaxing diversion."

The advertisement read in part: "Enjoy life—every minute of it. Go places and do things. Take advantage of a great variety of entertainment being offered you by the ingenuity of America's amusement industries. Have fun while you can. Enjoy yourself today! And by enjoying yourself you spread good cheer everywhere. Good cheer that helps make good times. That brings happy laughter and good humor to you and your neighbors. Enjoy yourself today! You'll live a happier, better, fuller life. Enjoy the movies! Enjoy good music! Enjoy the theater! Enjoy bagatelle games—an economical and relaxing diversion."

This is the first in a series of advertisements to be published. The campaign, prepared by Byrde, Richard & Pound, New York, is planned in an effort to secure the good will of the public and enlighten people about coin-operated games. ●

One of the many Warner Automatic Voice Studios on Treasure Island in San Francisco Bay.

World's Fair Visitors Thrill to New Coin Operated Voice Studio

SAN FRANCISCO.—One of the outstanding mechanical wonders of the Golden Gate International Exposition, and one that is getting its share of publicity and attention, is the new Warner Automatic Voice Studio.

The machine somewhat resembles a telephone booth in appearance although it is larger and soundproof. The booth will conveniently hold from one to three persons, enabling them to talk, sing or play a musical instrument without the embarrassment of being heard by others on the outside.

Upon inserting a quarter the machine is started and when the green light appears actual recording takes place. For a period of approximately one minute anything may be recorded. At the conclusion the five-inch aluminum record is vended to the operator. The record may be played on any phonograph and can be vended with a square manila envelope so that it can be mailed anywhere.

The Warner Voice Studio bears the name of its inventor, one of the oldest and best-known recording engineers and producers of sound equipment in the country today.

The machine is being offered operators and twenty-five of them have already been shipped to New York for the opening of the World's Fair there the latter part of this month. ●

Royal Flush

clicks with Southern California operators.

LOS ANGELES.—Local operators are well pleased with the results from Groetchen's Royal Flush draw poker games according to Paul A. Laymon and Irving Bromberg, local distributors.

Earnings on the game are consistently high and the fascinating playing action is said to create a permanent clientele of players, assuring operators a continued income. ●

For That *Lazy Location*

Try One Of These —

EXHIBIT'S
CONTACT
5-ball novelty or free game

MILLS'
FREE PLAY
It's absolutely new— Famous 1-2-3 table

BALLY'S
SPOTTEM
Biggest Bally hit since the Reserve

GENCO'S
RINK
A super high score game with a new idea

Use our cable address—"PINGAME"—San Francisco

THE LOU WOLCHER CO.

1021 Golden Gate Ave., San Francisco, California

3126 Elliott Ave., Seattle, Wash. 1154 W. Washington Blvd., Los Angeles
1226 S. W. 16th Ave., Portland, Ore. 63 W. 2nd Ave., Salt Lake City, Utah

Pennsylvania State Operators' Association

By HARRY BORTNICK

Putting into effect the Board of Directors suggestion that he contact all local operator Associations and urge them to affiliate with the State organization, Harry Wexelblatt, counsel for the State Ass'n., spoke before the Reading Coin Machine Operators Ass'n. on Wednesday, March 29. This group agreed to join the State organization and to support it in all State problems while receiving support on all local discussions and problems.

The members of the State Board of Directors have devoted considerable attention to a number of bills proposed in the legislature. Opposition was expressed to the attempt to license games of chance along with games of skill, since there were several bills of that nature introduced and pending in Harrisburg. The Board of Directors felt that legalization of games of chance would menace the good reputation built up in recent years by bagatelle games.

The Association put its full support behind House Bill No. 426, calling for reduction in the mercantile tax upon its present high rate of $20 to a more reasonable level of $5.

A discussion regarding the matter of placing bagatelle machines upon liquor-licensed premises was brought up at a Board meeting, and Harry Wexelblatt contacted the Penna. Liquor Board, where he received assurances there was no objection as long as gambling was not permitted on any machines. ●

Bally Ready

for busy Spring.

CHICAGO—"Business in the coin machine field is definitely on the upgrade," declared Ray Moloney, President of Bally Mfg. Company, discussing the outlook for the spring and summer season, "and Bally is prepared. Thanks to new equipment and additional factory space, we are in a position to give real service to the operators who are now lining up their equipment for spring and summer operation.

"The major part of our effort," Ray stated, "is now devoted to taking care of the tremendous back-log of orders on the Bally Bell and the Bally Beverage Vendor. With summer resort season only a few weeks away, the demand for the Bally Bell has increased by leaps and bounds. By the same token, the approach of warm weather, which, of course, is thirst weather, is bringing in a new flood of Beverage Vendor orders. At the same time, our Spottem in the non-payout and Pacemaker in the payout class are enjoying spectacular favor as dependable money makers.

"Reports from our distributors nationwide, estimating requirements for the next 60 days, foreshadow an unusually active season. Territory is opening up, money is loosening up and it looks like things will be on the up and up for some time to come." ●

5 STAR FINAL

PERFECT OUT FOR CLOSED TERRITORIES!
Sensational Penny Skill Game
Pays Bigger Profits!
Be the FIRST with the LATEST!
See our ad Page 10 for new low price!
GREAT STATES MFG. CO.

Automatic Music

Old Music Box, With 1883 Records, Found in Denver Wine Cellar

By Lucius S. Flint

One of the oldest coin operated music boxes in existence in the Mountain States was recently found buried beneath a pile of debris in an ancient wine cellar in the location formerly occupied by Denver's Arcade at 1609 Larimer Street, once one of the most famous gambling houses in the territory.

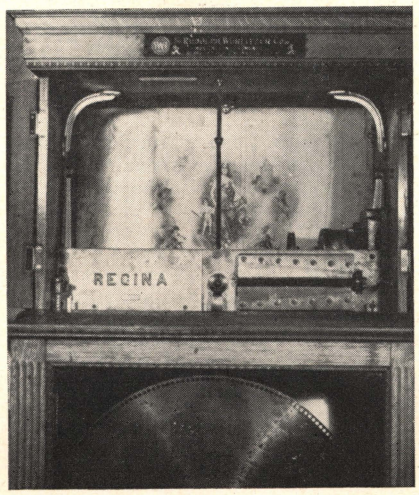
Nate Levitt, owner of the Gold Nugget Grill, which now occupies the old Arcade location, found the machine when cleaning out the basement. Buried in the same pile of rubbish with it were several bottles of very old champagne. He cleaned it up—experimented with the mechanism, and, much to his surprise, found the machine still works perfectly.

A bulky affair, one of the early models of the Rudolph Wurlitzer Co., the machine uses huge metal records, apparently of tin. The records contain hundreds of little holes which catch on the mechanism and play the tune. The record, which is seen in the storage compartment in the lower section of the picture, fits over the vertical strip in the upper part of the machine.

Notice the unusual lithograph on the back wall of the cabinet. Although water-stained and torn in some places, it still provides an attractive background. The costumes of the figures in the illustration give some idea of the machine's age. No one seems to know exactly when this music box was used; however the records with it carry the date 1883.

The coin slot by which the machine is operated is located on the side, out of view in the picture.

Only the ancient Wurlitzer music box and a few ruined fixtures remain to



show the one-time splendor of the old Arcade. Here and there are some gold plated door knobs and latches. At the foot of the stairway to the upper story gambling rooms is an ancient hand-carved mahogany pillar which would be almost priceless today. Upstairs are the remains of a full-tile lavatory in a dozen different colors, another thing that would cost big money to duplicate. Here and there are heavy iron grills which once protected the place against robbery during times when hundreds of thousands of dollars were crossing the gambling tables in a single evening. In the basement are old signal system switch boxes. It's a forlorn looking place today but through the dust and cobwebs one can vision something of the glittering parade which once passed through those halls. ●

New Show Room

opened by Carl Trippe.

ST. LOUIS, MO.—Carl Trippe, President of the Ideal Novelty Company, opened a new Rock-Ola show room recently in his offices at 1518 Market Street. Trippe is the distributor for Rock-Ola in southern Illinois and Missouri.

Beautifully decorated, the new show room is designed to set off the new 1939 Rock-Ola phonographs. Attractive tubular furniture is placed around the room facing the stage upon which the phonographs are displayed in modern shadow-boxes. Patterned after the Rock-Ola display used at both the Stevens Hotel and Sherman Hotel coin machine shows, the shadow boxes allow the phonographs to be displayed to the greatest advantage.

Carl Trippe, well known in the coin machine world, reports a wonderful reception of the new 1939 Rock-Ola Luxury Lightup phonographs. "Our big problem," he states, "is to get deliveries fast enough from the factory. In spite of the fact that ten or fifteen phonographs have been arriving here every other day, we run behind on deliveries." ●

Wurlitzer Phonos

prove popular in Mexico.

HOLLYWOOD—Wurlitzer Phonographs are growing in popularity in Mexico, according to reports made by C. Touche, manager for RCA Company, and a representative of the Rudolph Wurlitzer Company in Mexico City, on a visit to Hollywood during the month of March.

As a guest of W. E. Simmons, manager of the Rudolph Wurlitzer Company in Hollywood, Touche spent several days in the city. He has purchased over 400 new Wurlitzer Phonographs and he stated to Simmons that their shipping schedules for the balance of 1939 will exceed a thousand Wurlitzers. ●

Maryland

music men incorporate.

BALTIMORE—With a $100,000 authorized capital to operate phonographs in Maryland, the Consolidated Music Company was incorporated recently.

The directors, men well known and experienced in the phonograph field, state that the company is organized in order to centralize the music business under one management. It is taking in all phonograph operators who wish to participate in the company. The small operators may turn in to the company their machines, thereby becoming a stockholder and receiving an equal share of the profits. This reduces the overhead for many small operators.

Orders for phonographs have already been placed with manufacturers and headquarters established at 122 West Mount Royal Avenue. The company plans to own and manage 1,000 phonographs by July 1, 1939, directors declare.

The directors, all of Baltimore, are: George Hoddinott, secretary and treasurer of the Music Merchants' Association of Maryland, Inc.; Charles Carner, of the De Luxe Novelty Company; Angelo Rossetti, President of the Bidison Novelty Company; E. V. Ross, treasurer of the Oriole Coin Machine Corporation; and William Adelson, well-known Baltimore attorney. The companies with which the directors are now associated will have no connection with the Consolidated Music Company. ●

Harlem Mad

about new Rock-Ola Luxury Lightups.

NEW YORK—With a number of the new Rock-Ola Luxury Lightup phonographs placed in the choicest locations in Harlem, the customers have received them with the enthusiasm that only Harlem can show.

The Cavalcade Cocktail Lounge, owned by Frank Rivers, prominent operator in New York, has enjoyed an increase in business since the installation of a new Rock-Ola Luxury Lightup. Other locations in Harlem report the greatest bar business in history and state that the phonographs go continually.

The customers want to know "what makes the lights go" and "what keeps the rainbow coming around." The improvement in business in the locations in Harlem that have been able to get the new Rock-Ola is so outstanding that the demand from other locations has been tremendous.

Charley Herman, prominent New York operator, stated recently to Fred Pray, Rock-Ola's factory representative in New York, "I must have those Luxury Lightups in all my Harlem spots as quickly as possible. My customers are demanding them due to the increase in bar business." ●

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

Phonomatic Company Has Interesting History

The story of the success of any organization generally may be told in the accomplishment of two factors. One of these is the boss, the man who heads the organization, whose ideas are carried out, whose plans make the thing go. The other is the personnel, the men who carry out the ideas and plans of the one who employs them.

Into growth and success go lots of hard work and a great deal of determination. Later, the boss may be able to relax some of his efforts—or at least he may appear to—but never before the organization is stable and on sure footing. Sometimes determination is far-reaching, looking beyond the moment of the present, and seeing the business as it ought to and will be one, two, five or ten years from now. One wonders if Charlie Walters, head of the Phonomatic Co., had that vision eight or more years ago when he began to operate out of a second floor room in a building on Western Avenue in Los Angeles.

It's unlikely that he foresaw the scope of his business as it is today—undoubtedly the largest single music operating unit in Southern California, occupying a building as fine as that which houses any sort of business and employing about two dozen men on a full-time basis. It's unlikely that Walters foresaw the Phonomatic Co., because eight years ago marble games were rushing to heady heights, and automatic music was struggling, more or less, for recognition in the face of terrific earnings from the novelty of pin games. The fact that he didn't plan in advance to become a music operator is no discredit to him, for phonographs still had a few years to go before they began to have their present modern aspect. Of course marble games were only at their beginning, too, and they traveled a long way, but it was with them, and with sundry other types of equipment, that Walters made the start which today classifies him as one of the oldest of the younger crop of coinmen.

Once into the operation of automatic phonographs, however, Walters had a clear course ahead. He knew what needed to be done, and he did it. Operation of all other types of equipment was abandoned, the Phonomatic Co. was incorporated, and a large building on Temple Street was rented. Routes of automatic phonographs, once more or less centrally grouped, spread out to cover a vast territory—from Santa Monica and the Pacific Ocean on the west, routes went deep into desert resort territory, as far east as Indio; and from San Pedro at the south edge of the territory, music machines covered strategic locations all the way north to San Fernando. As the machines grew in number, so, too, did the personnel.

Regarding the matter of his "help," Walters stresses one point: "Every man has a job to do. He knows what it is, and how to do it. And he does it—or looks for another one with somebody else." This has made the organization a thoroughly smooth-running outfit. Of course he's understanding, and sympathetic if it's needed, but his men know that they're expected to earn the money they're paid. Employees have another reason for liking their jobs, too, for Phonomatic Co. has its own gasoline storage tank and pump, and it means a saving of about 25% in costs, which is just like an increase in salary. Oil, too, is supplied at wholesale, and groceries and other items will shortly be made available to the men at lower cost through united purchasing power.

When the present building occupied by Phonomatic was built by Walters for the company's use and to specifications according to need of the organization, it marked another step in the firm's progress. It may reasonably be stated that no business concern, locally or elsewhere, has a finer or more modern and beautiful structure to house its activities. The quarters occupy a frontage of 136 feet, and a depth of 100 feet. The office is earthquake-proof reinforced concrete; the shop section is of earthquake-proof brick.

Beautiful and colorful Carrara structural glass in a wine red makes the lower portion of the building's face attractive, and combines nicely with the structural glass block which distinguishes much of the remainder of the front of the building. Lighting fixtures are all of the handsome inverted type, and the office is entirely air conditioned, with automatic heat regulation. Doors leading off from the lobby, and the entire private office is flexwood to give a rich appearance.

Phonomatic's record library room uses steel storage cabinets, and the record player for testing and checking records has an attachment to an auxiliary speaker put through the wall so that the music can be heard on the street, one of the city's main boulevards which runs from Beverly Hills directly to the civic center, carrying a huge volume of traffic every day. A bright neon sign outside, next to the speaker, proclaims to the world the name "Wurlitzer." (Walters is emphatic in his declaration that Wurlitzer did **not** pay for the sign.) The company's name is likewise done in handsome lettering that is illuminated at night. The parking area, 80 by 100 feet, is paved and has spaces marked off for each individual man's use. And the front of the building has neat landscaping. With new furniture in use throughout the offices, the total investment is somewhere around $30,-

(See PHONOMATIC, Page 35)

Head of the Phonomatic Co., C. Walters, characterizes his crew of mechanics and salesmen as "the finest on the west coast." Members of the organization, shown here, include (left to right) Fred O'Byrnes, John Aytes, Arthur Heaman, Hallie Hanson, Syd Johnstone, Harry Firestone, Joe Lain, Art Carp, George Hubbard, Bill Haberman, Earl Ellis, Louie Romero, Bob Spencer, John B. Glick, C. Walters (the boss himself), Leopoldo Martinez, Earl Smith, Ed Sonsire, Jerry O'Neill, Russell Gibson, Tom Cooper, Bert Annear. And mustn't forget Phonomatic's furry friend and mascot, Jo Jo!

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

DENVER, COLO.
Hendrie and Bolthoff Mfg. & Sup. Co. 1635 17th St.

MILWAUKEE, WIS.
Taylor Electric Company
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

OMAHA, NEBR.
SIDLES CO. Music Mdse. Dept.
502 South 19th St.
Victor and Bluebird Records

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
1511 Guilford St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

20 RECORD

Luxury Lightup

BY ROCK-OLA FOR 1939

See back cover for Standard Model

★ DE LUXE MODEL

Rock-Ola OFFERS * TWO GREAT LUXURY

The De Luxe and Standard

1 ***New*** ***LUXURY LIGHTUP*** features animated lighting effects flowing through generous areas of translucent colored plastics forming greater portion of the new 1939 cabinet—yet completely reinforced from the inside, giving full strength of solid wood construction. Minimum cost of current.

2 ***New*** ***FEATHER-TOUCH VERTICAL SELECTOR KEYBOARD***—Keys are four times size of ordinary button selectors. Just a light touch—the record is selected! Translucent material fashions selector panel permitting soft illumination of keyboard. A boon to play in locations where lights are low.

3 ***New*** ***FRONT DOOR ACCESSIBILITY*** to mechanism and cash box. No longer need operators dive behind the phonograph in the dark. Simply open the front doors. It's all in plain sight and so easy to reach every mechanical unit!

4 ***New*** ***AUTOMATIC PLAY REGISTER*** accurately gives count on popular records so operator has valuable check on those that "pay." Finest and SIMPLEST ever made. Single positive reset device resets the entire counter assembly with one simple twist of knob.

5 ***New*** ***DOUBLE CASH BOX*** with Automatic Coin Divider on De Luxe Model. Location owner may have key to his own "tinker-proof" cash box on outside of cabinet. Always has nickels available for change, saving operator's time as well. Device can be adjusted to deposit all coins in the main cash box if desired.

6 ***New*** ***SLUG-PROOF COIN CHUTE ILLUMINATION***—Famous and Exclusive Rock-Ola 99% Slug-Proof Drop-Style coin chute now is lighted so that patrons can see where to put their nickels, dimes, and quarters. Open front door and view the simplicity of coin chute mechanism. Another Rock-Ola positive engineering achievement!

7 ***New*** ***TONE FEATURES***—Completely new, big, rugged amplifier featuring clear, *balanced* tone and new Beam Power Tubes. Has three steps bass and three steps treble—easily set to individual requirements. New custom-built speaker, created by Jensen, handles full output of powerful amplifier without the slightest distortion. Fully equipped to handle up to three auxiliary speakers.

8 ***LIGHTWEIGHT CRYSTAL PICKUP***—Doubles the life of records and needles. Built for durability yet weighs only one ounce. Crystal Pickup plus the counter-balanced tone arm weighs only 2½ ounces!

9 ***FULL FLOATING BAFFLE***—The new custom-built Jensen speaker is mounted on heavy plywood baffle board which floats on webbed mounting assembly—completely isolating distortion vibrations from the cabinet. Now accessible from front door.

10 ***VENTILATED TANGENT TRANSDUCER TONE ARM*** scientifically constructed so that, with special angle of tone arm, needle feeds straight into record groove. It has perfect trackage, thus reducing needle and record wear.

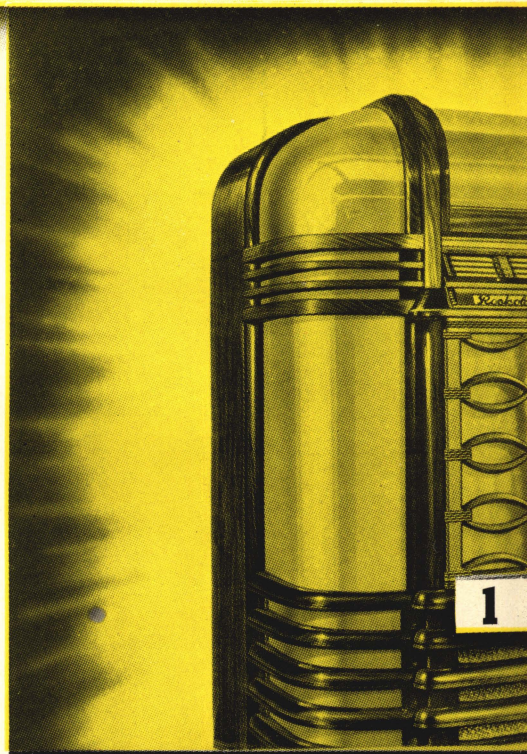
11 ***VOLUME CONTROL ADJUSTABLE FROM TOP***—Easily accessible on top of cabinet. Counter-sunk screw head eliminates tampering by patrons. Location has key for adjustment.

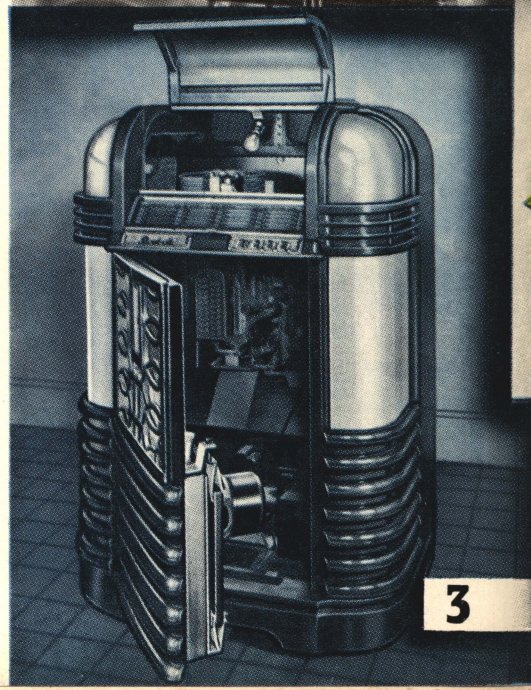
12 ***ONE POSITIVE CAM MOVEMENT***—Entire changer mechanism is controlled by single cam assembly worm driven by V-belt from motor. So very simple, there's nothing to require servicing.

13 ***DUAL MOTORS FOR EFFICIENCY***—Control motor especially designed for changing records only. Turntable motor specially patterned by experienced Rock-Ola engineers. Dual motors eliminate necessity for clutches and other extraneous parts.

14 ***MICRO-SENSITIVE SWITCHES*** are recognized as an invaluable unit for mechanical precision in phonographs. Rock-Ola's Micro Switches eliminate burning or sticking of contact points.

15 ***20-RECORD MULTI-SELECTION***—Simplicity of construction is a paramount feature. Patron can select any one record or a complete program. Plays each record in order if no selections are made.





LIGHTUP MODELS FOR 1939

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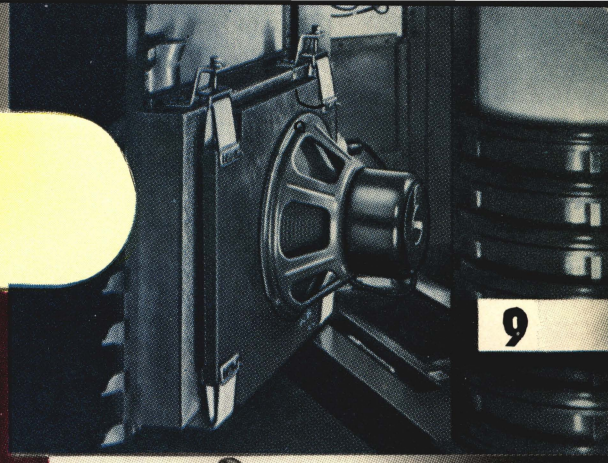
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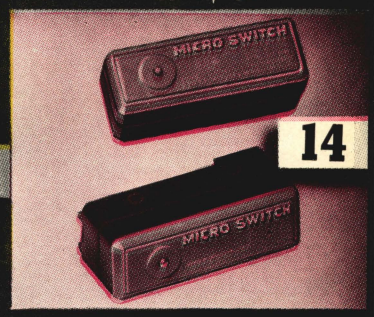

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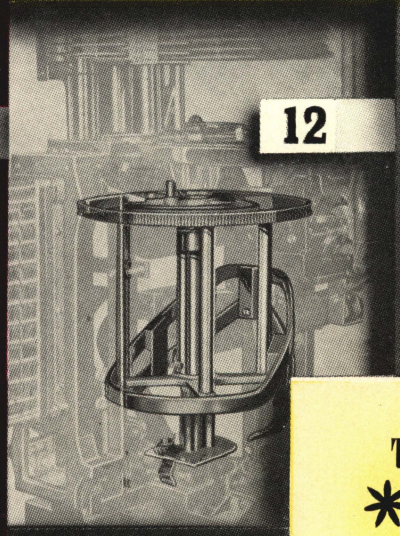
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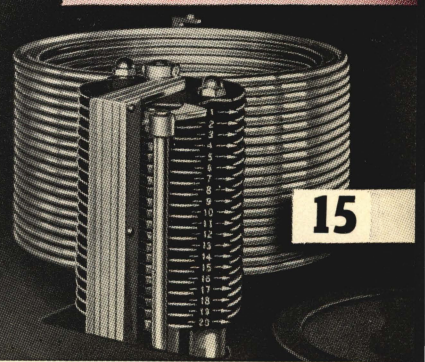
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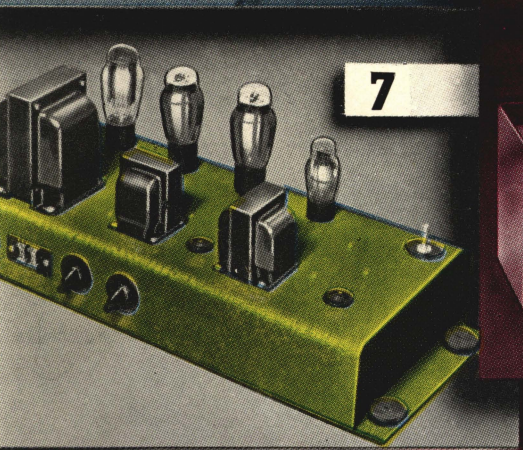
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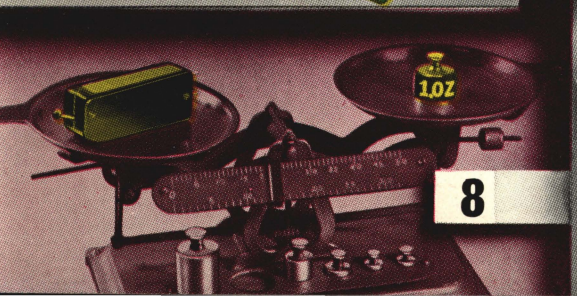

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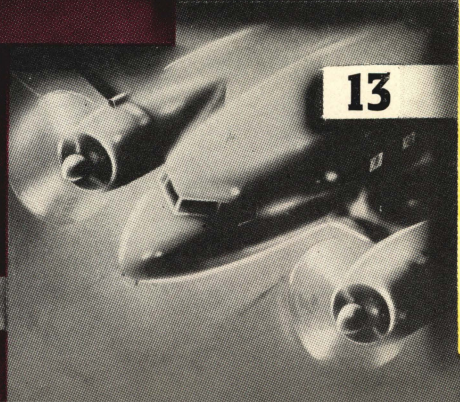
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Two Great Luxury Light-Up Models

✱ 1939 DE LUXE

The De Luxe model has *all* of the Rock-Ola features described on these pages, including the famous Double Cashbox with Automatic Coin Divider. Twenty records. Four heat motors. Color animation in center panel and side panels. Ht. 56½ in., width 38½ in., depth 25½ in. Shpg. wt. 430 lbs.

✱ 1939 STANDARD

The Standard model has all of the Rock-Ola features described on these pages, with the exception of the Double Cashbox feature (available on De Luxe model only). Twenty records. Two heat motors. Color animation in side panels. Ht. 54½ in., width 34½ in., depth 25 in. Shpg. wt. 390 lbs.

THE *Greatest Phonograph* PRODUCED IN

CABINET ASSEMBLY—Another view of Rock-Ola's mammoth cabinet-building department—from lumber that has been kiln-dried in the company plant—veneers that have been built up and from many parts machined in our own wood-working plant, the complete cabinet takes shape before being sent on to the finishing department.

ASSEMBLY L
demand for deli
fast production
this belt conve
assembly takes p
united the hund
that go to make
1939 Rock-Ola Lu
phonographs.

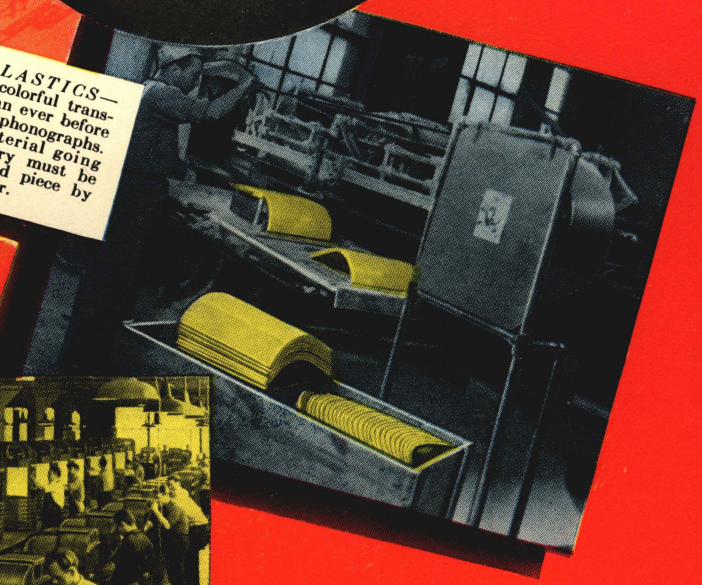
PUNCH PRESS—One of a complete battery which are continuously in operation stamping with infinite accuracy the parts for Rock-Ola phonographs.

POWER—Here in the factory sufficient power is generated to supply the demands of an average American city! Rock-Ola operations are amply supplied from this modern Rock-Ola power plant.

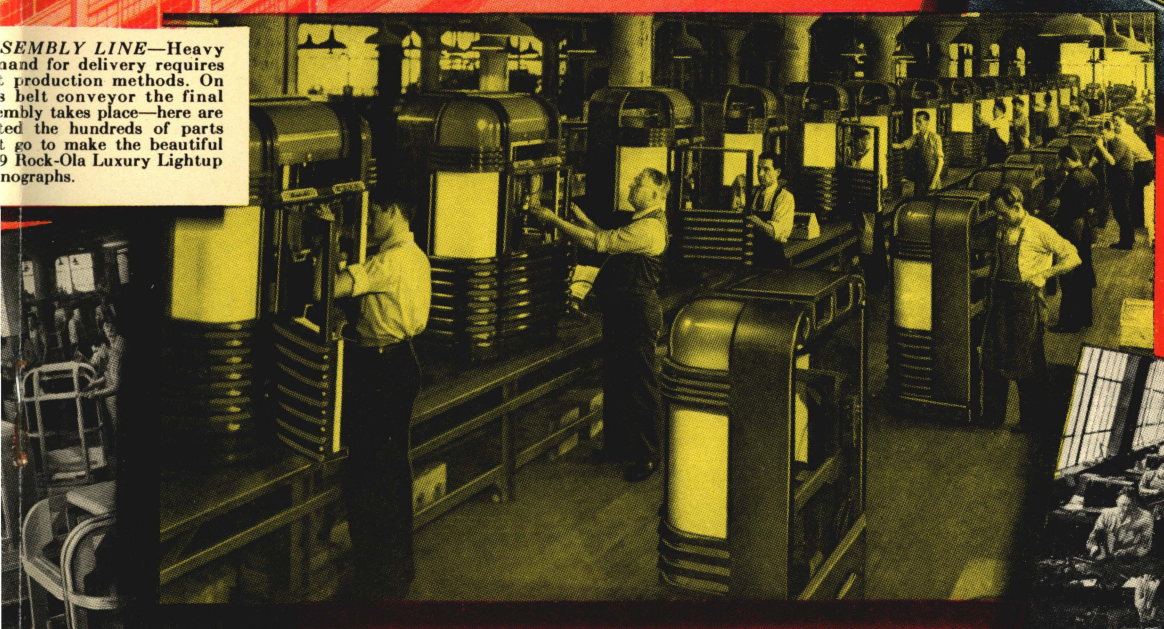
IN THE *Greatest* FACTORY IN THE INDUSTRY

LOOK TO ROCK-OLA FOR LEADERSHIP!

SANDING PLASTICS—Larger areas of colorful translucent plastic than ever before used in automatic phonographs. Tons of this material going through the factory must be sanded and finished piece by piece to a high luster.



SEMBLY LINE—Heavy aand for delivery requires production methods. On s belt conveyor the final embly takes place—here are ted the hundreds of parts t go to make the beautiful 9 Rock-Ola Luxury Lightup nographs.



PATTERN MAKING—Here the many parts of Rock-Ola phonographs are formulated. Complete control right in the factory over the absolute accuracy of every intrinsic part explains in part Rock-Ola's supremacy in phonograph building.

CABINET ASSEMBLY—Skilled cabinet makers, long experienced in Rock-Ola's strict requirements for high quality work, plus careful inspection and testing, give full assurance that a Rock-Ola cabinet offers the finest and the best in quality.

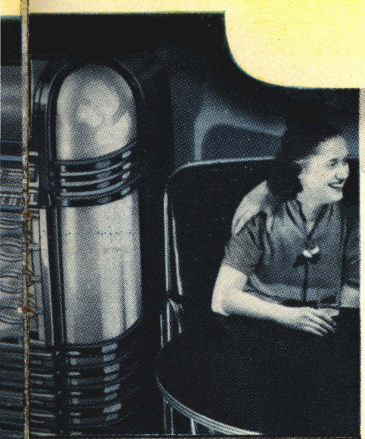
ROCK-OLA MFG. CORPORATION

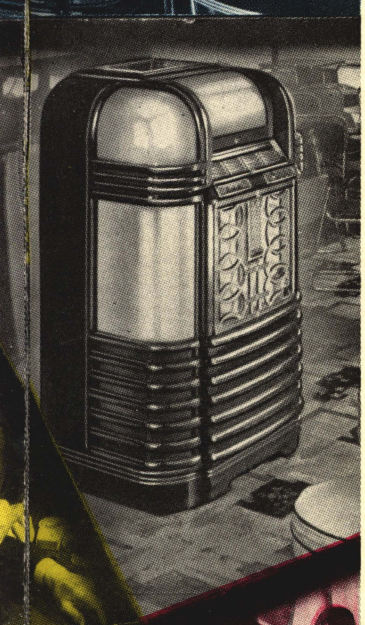
800 N. KEDZIE AVE., CHICAGO, ILLINOIS

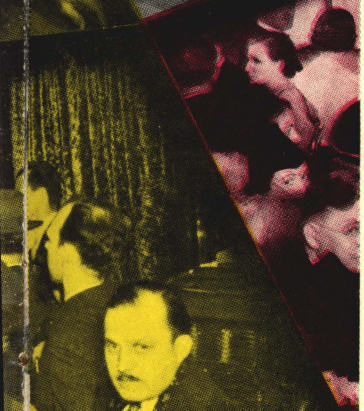
THE Smart
MORE DOLLARS

Places WILL INSIST UPON A ROCK-OLA

FOR BETTER EARNINGS AND PUBLIC FAVOR







Rock-Ola Music Operators command the best spots in town with the new 1939 Luxury Light-Up Models! Never before in the history of the music business has so much *value*, so much *earning power* been built into an automatic phonograph.

Only Rock-Ola offers modern 1939 Luxury Light-Up Design. Only Rock-Ola offers such famous exclusive features as Double Cash Box . . . Crystal Pickup . . . Slug-Proof Coin Chute as Standard Equipment . . . Superlative Tone Quality . . . Flawless Service-free Mechanism.

Capitalize on the modern Rock-Ola design . . . the flash . . . the color . . . the animation . . . the *greater earnings* that Rock-Ola Luxury Light-Up brings to every leading location in America.

TRADE YOUR OLD EQUIPMENT
ON LUXURY LIGHT-UP ROCK-OLAS

The Rock-Ola factory offers a generous Trade-In Allowance on old phonographs . . . . also on other coin-operated equipment that you may wish to dispose of. This interesting Trade-In Plan is available through all Rock-Ola factory distributors.

ROCK-OLA MANUFACTURING CORPORATION
800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS
U. S. A.

20 RECORD

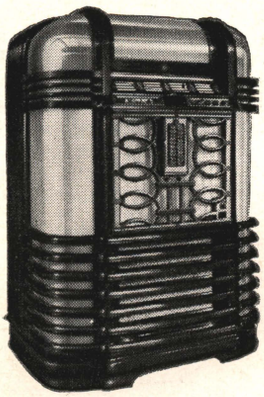
Luxury Lightup

BY ROCK-OLA FOR 1939

★ STANDARD MODEL

See front cover for De Luxe Model

Printed in U.S.A.



De Luxe Model ROCK-OLA

ONE ROCK-OLA

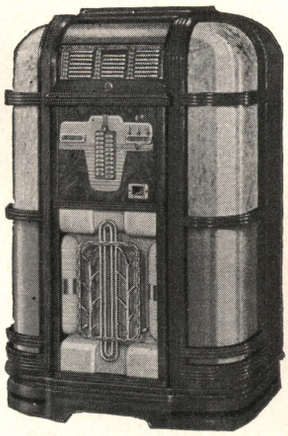
has MORE REAL CATALIN
MORE LIGHTS
MORE MOTION
MORE COLOR

COST FOR LIGHTS ONLY 72c PER MONTH

We can prove this statement. B. G. Marshall, Detroit Rock-Ola Distributor had the local power company give him a report. They said the light expense is only 72c per month on a Rock-ola Luxury Light-up phonograph.

SOLD UNDER A MONEY-BACK GUARANTEE

We can prove that the 1939 Rock-Ola is the best phonograph on the market, and we will give a written guarantee to refund the purchase price within 30 days. Use the machine for 30 days and you are the judge.



Standard Model ROCK-OLA

OPERATORS In Southern California and Arizona

Here Is An Exclusive Deal For You To Obtain a Number Of

Rock-Ola

Luxury Light-up Phonographs

1 We will take your old phonograph records as a down payment or trade in

OR

2 We will take a down payment of $25.00 from dependable operators

AND

3 We will allow you a liberal allowance on your old phonographs.

WM. NATHANSON

Exclusive Rock-Ola Distributor for Southern California and the State of Arizona

2835 WEST PICO STREET **PArkway 9191** **LOS ANGELES, CALIFORNIA**

Music Operators' Association, Inc. of Houston

President—F. S. CLANCY; Vice-President, SAM AYO; Treasurer—LESTER HEARN; Secretary—W. A. NIEMACKL. 518 Anita Street, Houston, Texas.

By JOHN G. WRIGHT

Officers and members of the Music Operators' Association of Houston held three meetings in March to work out the details for the affiliation with the National Association and to carry on the business of the union. All business was carried forward smoothly and only five members were absent during the meetings.

Don Kennard, Business Manager of the local union, thanks the operators for their cooperation. He states that during his many years working as an organized labor representative he has never negotiated a more amicable agreement. It is his belief that the contract will be mutually beneficial for all concerned. Kennard announced the appointment of Merchant to work as his assistant in the work of contacting operators.

Five men were elected to work with the Board of Directors as a Grievance Committee. They are Jess Porter, C. O. Harrington, H. A. Fredricks, J. R. Hazlett, W. C. Atkins. A. H. Shannon was elected but later resigned.

Decisions of the Grievance Committee will be final. An appeal to reopen a case may be made within ten days if accompanied by evidence secured after the original hearing. The committee, after weighing such evidence, has sole power to decide whether or not it will grant a new hearing.

It has been announced by President Clancy that officials of the city propose to enforce an old ordinance requiring an occupation tax for each phonograph operated. Secretary Niemackl stresses the importance of all new equipment being registered with the association before being placed on location; and the reporting of all equipment moved from one location to another.

The following resolutions have been passed: When a phonograph is removed from a location because of adjustment of commissions the next phonograph on that location shall be owned or operated by the original holder. Should location owner refuse, it will be considered unethical for any member to place a machine on that location within sixty days. If it is finally proven that the first operator was not satisfactory, a drawing will decide the next operator.

When an operator loses a location by refusing to make a loan to the owner, no member may place a machine on that location until original holder is satisfied.

Phonographs operated anywhere by association members must bear either an association sticker or union label.

By-laws and a Code of Ethics have been incorporated into a constitution. Any further amendments or additions to the Constitution must be presented in writing at a regular meeting with an oral explanation not to exceed five minutes. A two-thirds majority vote at the following two consecutive meetings will be necessary for the adoption of amendments. ●

THESE WURLITZER-SIMPLEX FACTORY REPRESENTATIVES WILL HANDLE YOUR MUSIC REQUIREMENTS

W. E. SIMMONS
1025 North Highland Ave.
Rooms 1401-4-5
Phone GRanite 4148
Hollywood, Calif.

California
Nevada
Arizona

San Francisco Office
1268 Folsom St.
Phone: HE. 7694

FRED FIELDS
3127 Western Ave.
Seattle, Wash.

Washington
Oregon
Idaho
Western Montana

R. Q. KRAMER
Shirley Savoy Hotel
Denver, Colo.

Eastern Montana
Wyoming
Colorado
Utah
New Mexico

SOLD EXCLUSIVELY TO OPERATORS

Wurlitzer Opens

new office at Atlanta.

ATLANTA, GA. — The Rudolph Wurlitzer Company announces the opening of an office in the William-Oliver Building, Suite 204.

The office, centrally located at Atlanta's "Five Points," has been opened by the Wurlitzer Company for the convenience of Southern and Seaboard Music Merchants. They will be able to render better credit service and assistance, officials believe.

George Doyle, formerly at the factory at North Tonawanda as a junior executive in the credit department, will be in charge of the new office. ●

Capehart In Hospital

NORTH TONAWANDA—H. E. Capehart, Vice-President of the Rudolph Wurlitzer Company, spent most of March in the hospital in Buffalo nursing a serious throat infection. It is reported that Capehart will soon be taken to his home for a few days' rest. ●

SPRING SPECIAL

- **12-inch, 2-wire Speaker, $15.00 value.**
- **Straight grain white cypress Cabinet, with louvers to keep rain out and bring sound down, $5.00 value.**
- **Adapter Unit with proportioned control for Seeburg or Wurlitzer. $2.75 value.**
- **30 feet of cable for connecting speaker. 75c value.**

Combination price—$14.95

Speaker adapter with proportioned control may be purchased separate at regular price

BICKLEY DISTRIBUTING CO.
3322 Harrisburg Blvd. Houston, Texas

Zeigler Insurance Agency, Inc.

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip . . . before you buy a car—new or late model used — investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, INC. **417 South Hill Street, Los Angeles**

MIchigan 0961

Phonomatic

(Continued from Page 24)

000—which certainly gives a fine testimony for the music business.

It's interesting to note that the lot occupied by the building now housing Phonomatic, sold in 1929, at the height of the boom, for $45,000. As a result of being able to make a cash deal, the lot was obtained at a very reasonable figure. Equally interesting to note is the fact that a trust fund has been set apart for taxes, upkeep, depreciation and janitorial expenses, so that not a cent of Phonomatic's income need be touched for this purpose. Partly in view of that fact, and partly as a result of the general soundness of the organization, Walters points out that "No matter what happens, we're going to stay right on here. If the music business ever gets tired and gives up, we'll **still** be here."

Compensation, workmen's compensation, public liability and property damage, fire, holdup, burglary, and other types of coverage are included in the insurance policies Phonomatic has taken out to protect its own property, and to protect its employees in the event of their doing damage to someone's else property. Walters thinks it's sound business to be prepared.

He also feels that automatic music by now has progressed to the point where it is—and not alone can but must be—treated as a business. The days when an operator could "get by" with almost anything are definitely over, and now it's "treat music operating as a business—or you'll be out of business." Of course there are some of the older, more conservative operators who feel that Walters is "nuts"—but he, in turn, thinks they're a bit crazy, so the score is even on that point, and the lasting triumph of his new building and the scope and extent of his operation seems to put all the weight on his side of the scales.

A fine attention is paid to details, too. That's part of Phonomatic's business practice. For instance, though it requires two men out in the field spending full time at servicing, no service call goes longer than 45 minutes without getting attention. New Ford coupes have been given these two men, so they have no excuse for any delay.

Miniature match books have served as one means of getting locations. Neatly printed, the tiny packets of matches bear the legend Phonomatic Co., Inc., circled around a record, the address, and the words "Coin-Operated Phonographs." On the back is a picture in colors of a Wurlitzer phonograph, and the phrase, "Latest Wurlitzer Phonographs." The telephone number is up at the top of the packet. Location owners who have come across the little match books, and who have wanted phonographs in their places of business, have not been at all slow in catching the idea.

Phonomatic operates Wurlitzer equipment exclusively. Its offices are open from 8 in the morning until 11 at night. The employees each got a fat turkey for Thanksgiving. Those are some of the other things worth telling about Phonomatic. It might be worth noting, too, that when the new quarters opened for business, along about the first of October, among the first to walk in and offer congratulations was a delegation of neighbors who were exceedingly sincere in their thanks for "improving the neighborhood so much." That's what the phonograph business does! ●

Left to Right: Jack Douglass, Mrs. Douglass, of Sparks, Nev., and C. N. McClelland, Mgr., Rock-Ola Distributing Co., San Francisco, pause a moment between orders for the new Rock-Ola Luxury Lightup phonographs. Mr. Douglass is distributor for Rock-Ola phonographs in the state of Nevada.

Albert Bates

to manage N. Y. branch of Am. Record.

NEW YORK—Albert Bates has been appointed manager of the local branch of the American Record Corporation, located at 1776 Broadway, it was revealed by Edward Wallerstein, President of the organization.

Bates has been in the record business for twenty years. He was at one time buyer for Wanamaker's in Philadelphia, later a Victor distributor in Cincinnati, and recently a sales representative for Krich-Radisco of Newark.

"He will have complete charge of operations in the New York branch," Wallerstein states. "Bates brings to American Record a thorough knowledge of successful record store operation and a wealth of merchandise experience." ●

Richard Himber

(Victor)

Is it because Richard Himber was once a sleight-of-hand artist that his conducting is outstanding for its finesse? In any event, this one-time sorcerer is now the toast of New York's smartest dancing places, and the secret of his fame is—smoothness.

Park Avenue has almost forgotten the nimble hands and feet, the rare good voice, which first brought him vaudeville fame. Today it asks—and gets—that well-tailored tempo which has extended the realm of Himber beyond the tall canyons of Manhattan to the farthest reaches of radio and Victor records. An excellent player of the celeste, violin and vibraphone, this red-headed maestro is also a master craftsman at arranging. ●

Linder Appointed

advertising mgr. for Am. Record Corp.

NEW YORK—Ralph F. Linder has been appointed Sales Promotion and Advertising Manager of the American Record Corporation, it was announced recently by Edward Wallerstein, president of the record company.

In his new position at the recently purchased subsidiary of the Columbia Broadcasting System, Linder will take charge of the vigorous promotion program now being planned.

Linder, who took his new office February 20, has a successful career as a promotion and advertising executive behind him. He was formerly Managing Editor and Sales Promotion Manager for the Trade Division of the Butterick Company. Previous to 1926 he successively held the position of Managing Editor of Good Hardware and Promotion Manager of Delineator.

Recently, while working as Managing Editor and Promotion Manager of The Progressive Grocer, Linder initiated many merchandising innovations such as "Foods for Christmas Gifts." ●

Wurlitzer Engineer

makes annual tour for company.

HOLLYWOOD—On an annual tour of the United States for the Rudolph Wurlitzer Company, O. A. Hokanson, Chief Engineer, arrived in Hollywood this week.

Each year one of the head engineers of the Wurlitzer Company tours the country in order to check on the many ideas, inventions and patents submitted to the Company during the past months.

Every wide awake manufacturer should investigate ideas submitted, Hokanson believes. Most of them are not suitable for use, but a few do have merit and can be used by the Wurlitzer Company. ●

General Music Company Moves Into New Home

By

F. E. TAYLOR

Opening his doors this month on the beautiful new showroom and offices of the General Music Company, located at 2277 West Pico Boulevard, Bud Parr, genial Wurlitzer dealer, makes another forward step in the business of automatic phonograph distribution.

Six months ago Parr opened his first Los Angeles office on West Pico Boulevard. Every month he has seen business increase and felt the need for larger and more permanent quarters.

After six months of operation as a Wurlitzer dealer in Los Angeles, Bud Parr has established himself as one of the leading phonograph dealers in the country. As a distributor for California, Arizona and Nevada, he sells a large percentage of the automatic phonographs used in this area. Thus, in six months, he has become one of the foremost representatives for phonograph manufacturers in the West.

This record has been made since Parr started in Los Angeles in October, 1938. After several enlargements at the old location he saw the necessity for larger quarters. Thus, the present location has been completely remodeled and prepared for more extensive operations.

The new home of the General Music Company is beautifully furnished with rugs covering the floors of the display rooms and offices. Modern furniture gives the offices a look of prosperity and dignity and lends the feeling that here is a place where big business should be transacted.

In the well-lighted showroom, large enough for the display of twenty or more phonographs, all the current Wurlitzer models are on display.

When the dozen or more Wurlitzer phonographs are illuminated the display looks a great deal like a bit of the World's Fair has been moved to Los Angeles. It would be hard, indeed, for a prospective operator to sit in one of the comfortable chairs in Bud Parr's new showrooms, look at the group of beautiful Wurlitzers on display and leave the place without placing an order. It is good showmanship on the part of Bud Parr and it spells success for the General Music Company.

In the rear of the building is located a large store room and repair shop. Here sufficient storage space is available to handle the large volume of business that is transacted by Parr. The entire set-up is clean, neat and modern in every detail; and inviting to operators who frequent the General's offices.

The General Music Company has an experienced and competent staff to care for the needs of operators. Miss Pamela Palmer acts as secretary and bookkeeper for the firm. Ed Laffgue is the serviceman for the organization and is prepared to assist any operator who may need a phonograph repaired or adjusted. This service is available at all times, Parr states, and he points out that Laffgue is an experienced man in this field, having worked on coin machines for some time. His assistant is Billy McCleary, who is general handy man about the place.

Bud Parr started in the coin machine business twelve years ago. His experience in selling to the trade, and in operating and selling for himself as a distributor, has given him a thorough knowledge of the industry. In fact there are few men in the business today who have seen all phases of the work as Parr has.

When he first began operations in the coin machine trade, Parr worked with Charles Fey, often called "the grand old man" of the industry. This experience in the vicinity of San Francisco and San Jose gave him a knowledge of the business and opened his eyes to the possibilities of coin machine operations.

During the next two years he placed and operated machines of various types throughout the states of California, Arizona, Nevada, Oregon and Washington, building an enviable reputation as a successful coin machine operator wherever he went.

In speaking of his move to Los Angeles, Parr states, "I saw the possibilities in music for the coin-operated machine and decided to become a part of this fast-growing industry. As there are more phonographs operated in Los Angeles and vicinity than anywhere else on the Pacific Coast, I made up my

mind to establish here and use it for a working base."

Parr's operations now cover California, Arizona and Nevada. In many sections he has placed more than 90 per cent of the phonographs in operation. His past association in Arizona, where he was at one time the editor of a small newspaper in Jerome, has been profitable to him and made possible extensive operations among the phonograph men of that section.

"I believe the future of the phonograph business is greater today than ever before," Parr states, in discussing his plans for the future of the General Music Company.

"The public is becoming educated to the automatic phonograph and is using this form of entertainment more than ever before. As it is possible to obtain the very best in musical entertainment from automatic phonographs, the public delights in using a machine whenever one is available. The fact that the public is now demanding music in this form wherever it gathers is proof enough that the automatic phonograph is an established medium of entertainment and is here to stay.

"The phonograph operators have just begun to take advantage of this tremendous entertainment market and they will find that their activities will be far greater in the future. It is my hope to make the General Music Company a permanent part of this expanding business. I intend to make it as attractive to operators as I possibly can."

Parr has developed the trade-in plan with the idea in mind that the operators would appreciate any cooperation shown in this way. The result has been extremely satisfactory and his list of operators has grown every month.

By making the General Music Company one of the few places in the state where operators could borrow money on their equipment, Parr has added to his fast-growing list of customers.

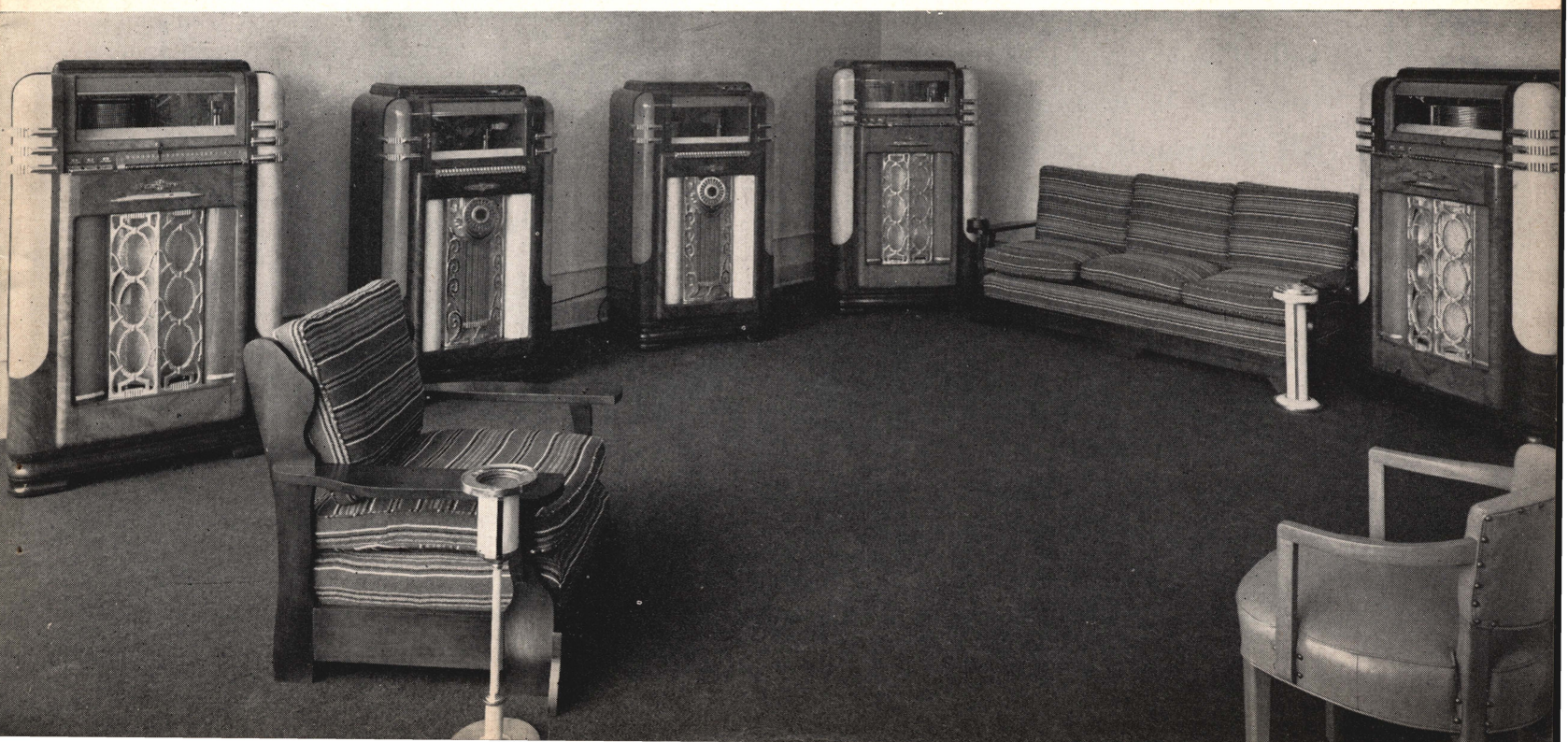
The Wurlitzer trade-in plan, Parr believes, is the most far-reaching and revolutionary sales program in operation in the industry today. He heartily endorses it and states, "When Wurlitzer devised the plan whereby all old models are taken out of circulation—and competition—and destroyed, the company did more for the operator and the industry than has been done in many years. The "junking" of all of these antiquated models helps to put phonograph operations on a permanent footing. It is a proven fact that the increased earning power of the new models makes it possible for the operator to replace old equipment with the latest.

"This plan is doing more for the operator than any other single factor today. I sincerely hope that other manufacturers fall in line with this plan of operation. It will certainly be good for the industry and will help to put all phonograph operators on a firm and more permanent basis."

In speaking of Wurlitzer's present production policy Parr stated, "I am proud to represent a manufacturer who ranks high in the big names of American industry, and I am extremely proud of its policies. The recent announcement by Wurlitzer that there would be 'no new models for 1939' proves once more that the company has the good of the operator at heart. Wurlitzer plans to deliver through the remainder of this year its three models—the Deluxe Model 500, the Standard Model 600, and the Counter Model 61. It pledges no new models for the remainder of the year in order that Wurlitzer music merchants will have the opportunity to equip all their locations with the latest models.

"With assurance like this that the Wurlitzer Company is behind him, every dealer and operator may feel proud to be a part of this organization and feel assured that the company will stand behind him now and in the future."

Bud Parr, owner of the General Music Company, finds his new offices modern in every detail.



View of the beautiful new display room of the General Music Company with current Wurlitzer models lighted for inspection.

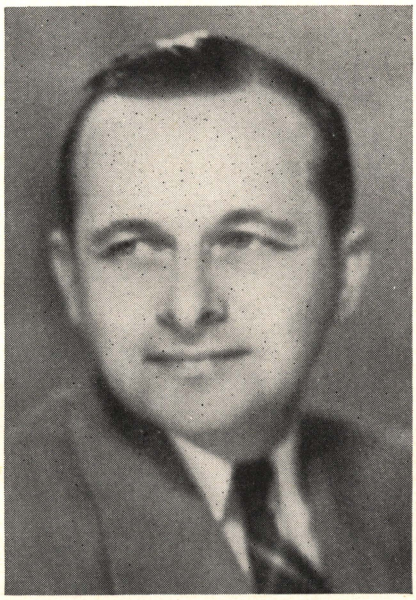
Congratulations

to the

GENERAL MUSIC COMPANY

. . . and to Bud Parr, Manager, and may your distributorship with the Wurlitzer Company continue for years to come.

W. E. SIMMONS



W. E. SIMMONS
California District Manager

The Rudolph Wurlitzer Co.

1025 NORTH HIGHLAND AVENUE
HOLLYWOOD, CALIFORNIA

1269 FOLSOM STREET
SAN FRANCISCO, CALIFORNIA

The Wurlitzer Company

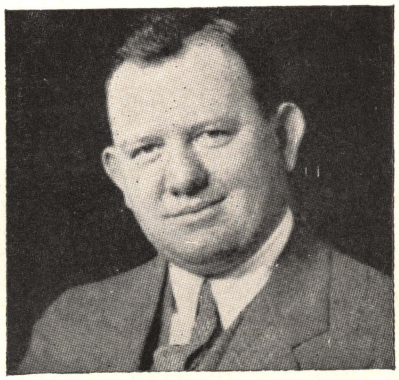
Is Proud Of The Record The

GENERAL MUSIC COMPANY

Has Made In Southern California

We extend our congratulations on the rapid growth of the General Music Company and wish Mr. Parr continued success as a Wurlitzer distributor.

HOMER CAPEHART



HOMER CAPEHART
Vice-President
Rudolph Wurlitzer Company

M. G. HAMMERGREN
General Sales Manager
Phonograph Division
Rudolph Wurlitzer Company

The expansion of the General Music Company is right in line with the growth of the Wurlitzer Company throughout the nation, and we wish them continued success as a distributor of Rudolph Wurlitzer products.

M. G. HAMMERGREN

Bud Parr

Invites You To Visit The

GENERAL MUSIC COMPANY

At It's New Location

2277 WEST PICO BOULEVARD

Los Angeles, California

To My Many Friends:

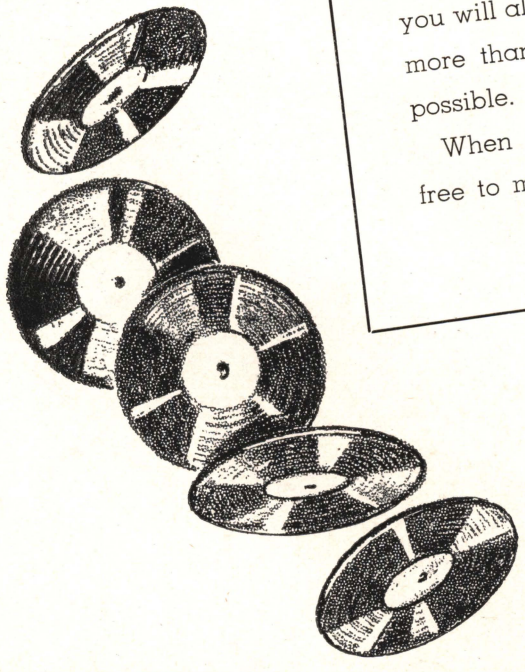
I want to take this opportunity to thank you for the friendship you have shown to the General Music Company.

Our move to larger quarters has been made possible through your cooperation. It is proof that Wurlitzer has many friends and that there is a great future for Wurlitzer operators.

We are equipped to render you a service second to none in our new quarters and in addition you will always find the General Music Company more than pleased to assist you in every way possible.

When you are near our location, please feel free to make our new home your headquarters.

Bud Parr



Take Advantage of Our New Record Plan . . . **Your old records mean money to you at the General Music Company. Our new "trade in plan" makes it possible for you to capitalize on your used records. Visit the General Music Company's new home and take advantage of this new money-saving feature.**

DON'T "MISS THE BOAT!"

and a real **SEA GOING HOLIDAY!**

EASY TO QUALIFY FOR PASSAGE

EASY TO INCREASE YOUR EARNINGS

Alert MUSIC MERCHANTS EVERYWHERE CHOOSE WURLITZER

The Key to New OPERATING PROFITS

Wurlitzer Counter Model 61 Provides Music for Limited Space Locations . .

•

Designed for the smaller tavern, drug store, lunch room and other locations where the lack of floor space does not permit a large Wurlitzer, the Counter Model 61 is the ideal attraction. Right at the patron's fingertips . . . they cannot resist playing this brilliantly illuminated, fully automatic phonograph. Only 22″ in height, 21¼″ in width, 18″ in depth, Wurlitzer Model 61 will fit practically anywhere . . . plays 12 records. Also an ideal phonograph to increase the earnings of multi-room locations.

MUSIC MERCHANTS everywhere secure and hold the best locations with Wurlitzer Automatic Phonographs. Rich in cabinet craftsmanship . . . brilliantly illuminated for that attention attracting appeal that encourages increased patronage, Wurlitzer Automatic Phonographs provide additional income for the location owner.

Location patrons demand a larger choice of music . . . lifelike tone in reproduction and ease of selection. This is another reason why Wurlitzer Automatic Phonographs attract patrons, increase bar and food checks and multiply location profits.

Wurlitzer makes three distinctive models, one to fit any location requirement. There's real profit in operating Wurlitzer Automatic Phonographs.

SOLD ONLY TO MUSIC MERCHANTS

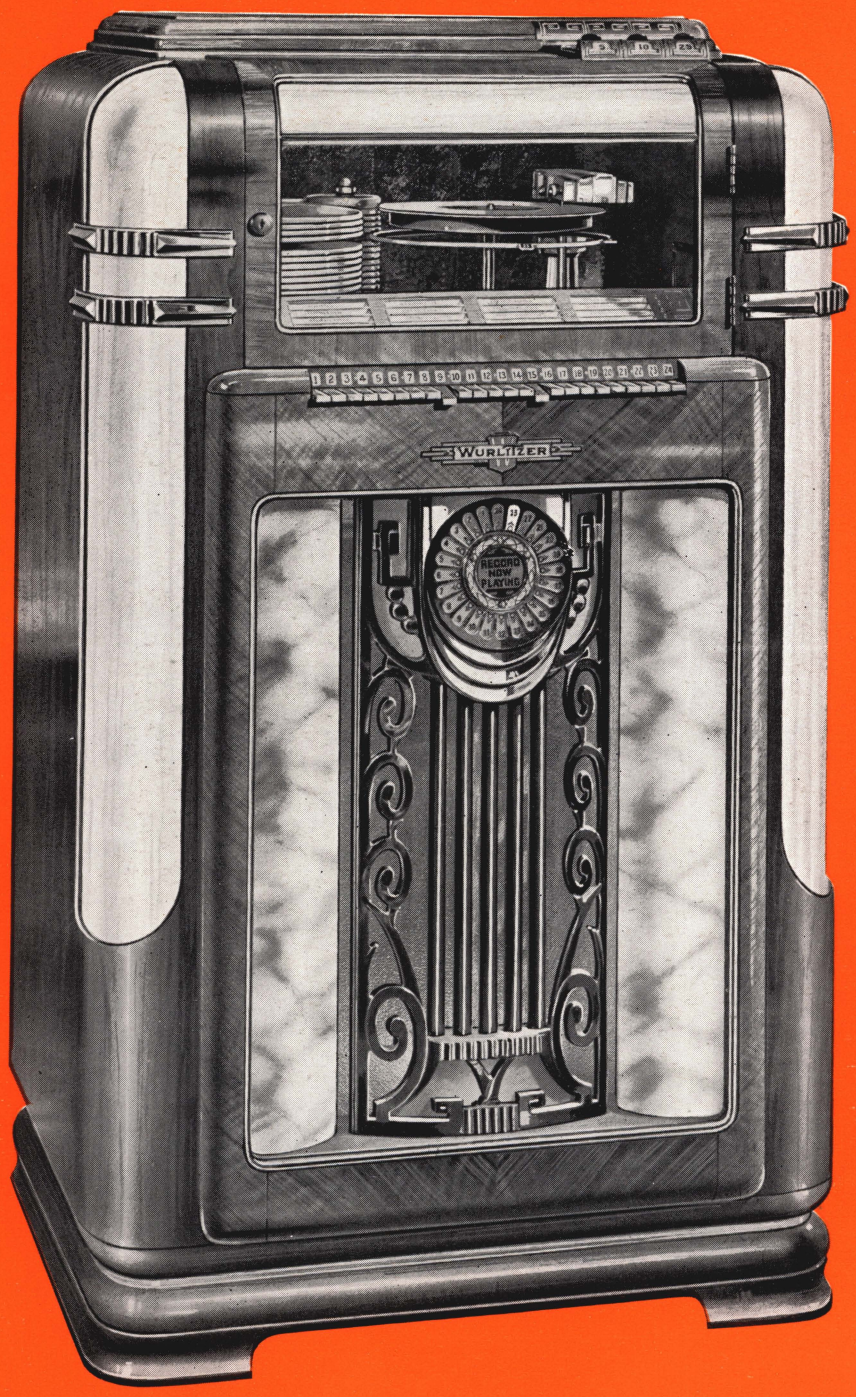
THE RUDOLPH WURLITZER COMPANY
No. Tonawanda, New York

The

AUTOMATIC PHONOGRAPH

that's built to

TOMORROW'S STANDARDS



WURLITZER MODEL 600 . . . WITH KEYBOARD SELECTOR

MODEL 600 WITH KEYBOARD SELECTOR

For the first time Wurlitzer offers the keyboard selector on this very popular model. Brilliantly illuminated cabinet featuring richly colored plastic panels. Fully automatic . . . plays 24 records. Model 600 will continue to be optional with the rotary selector.

●

Paul M. Fuller, eminent American Designer creates the exclusive styling of Wurlitzer Automatic Phonographs.

ACCEPTED as the leader in design and mechanical perfection, Wurlitzer Automatic Phonographs are built in the Wurlitzer tradition of fine musical instruments. That's why Music Merchants everywhere are replacing obsolete equipment with Wurlitzer Phonographs . . . the sound investment for more profitable business.

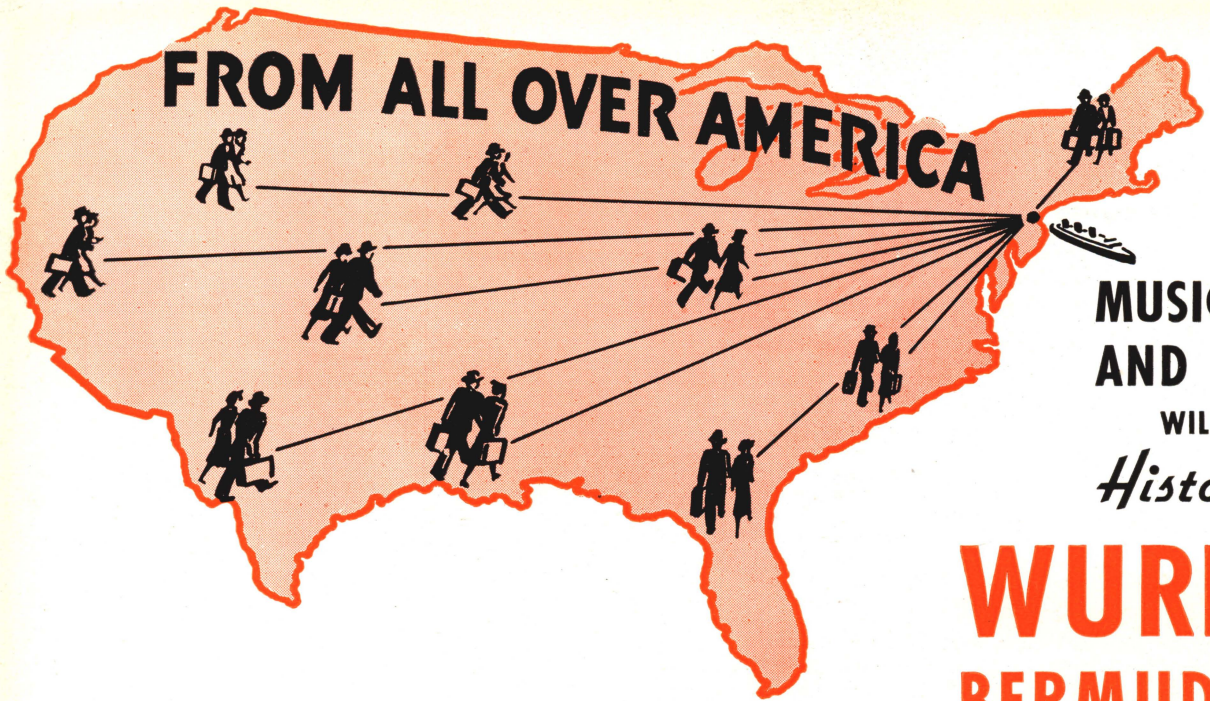
FIND OUT TODAY

HOW YOUR EARNINGS CAN BE INCREASED

with

WURLITZER

Automatic Phonographs



MUSIC MERCHANTS AND THEIR WIVES

WILL HEAD FOR THE

History - Making

WURLITZER

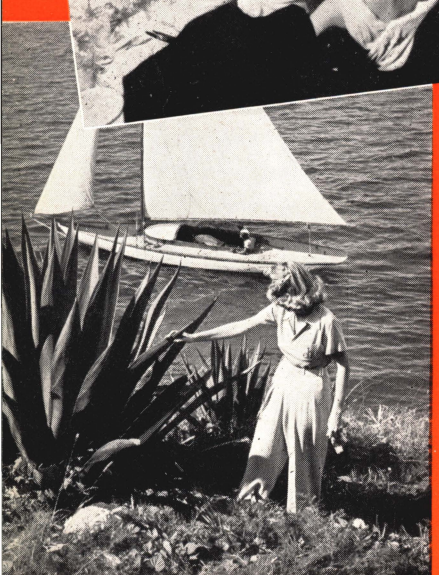
BERMUDA CRUISE

LUXURIOUS and ample accommodations await you and your wife aboard the Ile de France as we sail over the blue Atlantic to sunny Bermuda. Arrangements have been made for private staterooms with all the comforts of a Transatlantic voyage . . . wide spacious decks for games and frolic . . . ample lounge and salon accommodations for evenings of fun and entertainment. No one will be crowded.

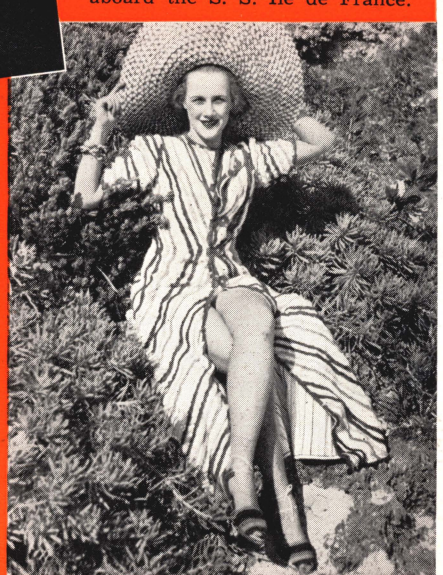
Cruise passage applications are pouring in daily. Accommodations must be assigned in the order received. Send in your application TODAY so that we may have ample time to arrange your ship accommodations. Don't miss the opportunity of a lifetime . . . join the Wurlitzer Bermuda Cruise. It's easy to qualify under the Rudolph Wurlitzer Cruise Plan.

Your Afternoon Tea . . . a daily ritual that you'll enjoy while relaxing on the sun swept decks of the S. S. Ile de France.

You'll Long Remember the tempting delicacies and distinctive French cuisine that is a part of dining aboard the S. S. Ile de France.



Beautiful Bermuda. Here in this vacation fairyland you and your wife will be enchanted by the scenic splendors of this magnificent island.



Smooth Coral Beaches and glistening turquoise surf join to entice you and your wife to pay tribute to Bermuda's brilliant tropical sunshine.

Competitive Sports will provide a distinct thrill for you and your wife as you join your shipmates in the fun on one of the ship's many game decks.

Send in Your

CRUISE APPLICATION *today*

THE RUDOLPH WURLITZER COMPANY

NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Company, Ltd., Montreal, Quebec, Canada

Co-operation is Keynote of Unionization

By WILLIAM NATHANSON

We started with the Pony Express, then came the "Iron Horse" or the railroad. Today we have the Streamliner. Speed and modernization is our slogan today whether it is railroads, airplanes, or phonographs.

In the phonograph business we find changes taking place rapidly. What is taking place now? Will the operating of phonographs remain as it is (and what it is now is not much to brag about)? Will we see better times and will we see them soon?

Readers of this magazine are already aware of the fact that music operators in the state of California have created an association, the I. A. A. E. P. O. In order to carry on the work more effectively this organization consists of two branches designated as the Northern and Southern Divisions. Both branches are closed-shop organizations having signed an exclusive bargaining agreement with the International Brotherhood of Electrical Workers Union, one of the most powerful units of the American Federation of Labor.

The Northern Division, under the leadership of Joe Baker, William Corcoran, and Vance Mape is organized 100%. The Southern Division is progressing rapidly with the cooperation of many well-established organizations. CAMOA, for many years established in Los Angeles under the able leadership of Charles Cradick, and the County Association, covering from thirty to forty incorporated cities in Southern California, with "Curley" Robinson managing director, are notable examples of these organizations.

Both the CAMOA and County Associations, through their board of directors, have pledged the support of their entire membership to phonograph operators. The CAMOA and County Associations are now 100% Union operative in the American Federation of Labor. Members of the CAMOA and County Associations operate amusement games. They meet daily with phonograph operators in their locations. They cater to the same customers, the same storekeepers, the same tavern owners, and it is only natural that the three organizations should work hand in hand.

The C.F.I., with approximately six thousand tavern owners as their members, has assured the management of the Association their fullest cooperation. The managing officers of the International Brotherhood of Electrical Workers has assured the complete cooperation of all units affiliated with the American Federation of Labor in assisting both the Association and Brotherhood in their efforts to organize and stabilize the phonograph business. With the various organizations working together in complete harmony, the future looks brighter now for music operators in California.

In the previous issue of this magazine I promised to write about the four most outstanding men in the phonograph business. Who are these four men? You may be assured that they are interesting and important figures. What they mean to the industry will be told in the next issue of the COIN MACHINE REVIEW. ●

Frank Navarro,

Rock-Ola distributor from Mexico, is entertained

LOS ANGELES. — Frank Navarro, Rock-Ola distributor for the Republic of Mexico, was joined recently by a group of friends at a dinner party given in his honor by William Nathanson, distributor for Rock-Ola phonographs in Southern California and Arizona.

The party, attended by employees and friends of Navarro, was held at Earl Carroll's Theater in Hollywood on April 4. Navarro spent several days in Los Angeles visiting friends.

In discussing the phonograph business in Mexico, Navarro did not elaborate on conditions, However, he did state that Rock-Ola is a leading phonograph in use in Mexico. There have been a number of other makes used in the past, he states, but Rock-Ola is rapidly taking the lead. ●

Frank Navarro, Rock-Ola distributor for the Republic of Mexico, being entertained by William Nathanson at Earl Carroll's Theater in Hollywood.

* * *

"It ain't that I'm afraid to work, ma'am, but there ain't much doing in my particular line."

"Why, what are you?"

"I'm a window-box weeder, ma'am."

* * *

"Sorry to hear your engagement is broken off, old man."

"I'll get over it. But the worst blow was when she returned my ring marked 'Glass—Handle With Care.'"

J. M. Sanders Manufacturing Company

announces the appointment of

The Herb McClellan Company

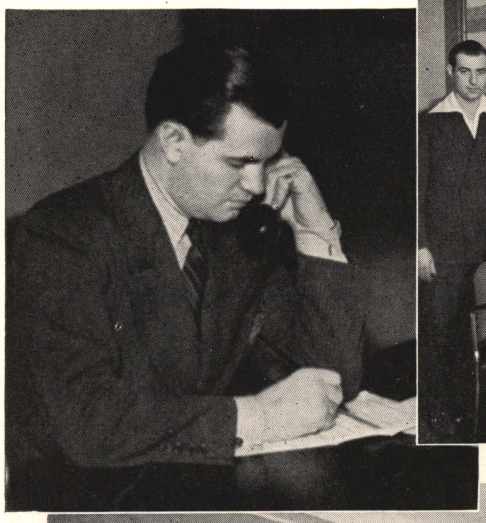
1354 W. Washington Blvd., Los Angeles, Calif.

Distributor in the State of California for

POKER FACE

Poker Face, by all records, is the greatest money maker in the field today.

The Herb McClellan Co. can make immediate delivery on any order up to 200 machines.



ACME NOVELTY CO.
AMUSEMENT DEVICES
ACME NOVELTY CO.
DISTRIBUTORS AND JOBBERS REPRESENTING LEADING MANUFACTURERS OF COIN CONTROLLED MACHINES

One of the nation's leading phonograph distributors is the Acme Novelty Company of Minneapolis, Wurlitzer representatives. Comfortably settled in new and enlarged quarters various members of the firm posed for the above photos. Shown using the telephone is Ted Bush, head of Acme. Members of the firm in the upper right photo are: Back row, left to right: Charles Glazer, I. Truppman, Orrin Gardner, Bob Hollison, H. J. Kelly, Joe Devereaux, Bob Cawthorne, Nils Bergren and George Cosette, sales and service department men. Front row, left to right: Kathryn Johnson, office; Oscar R. Truppman, assistant manager; Beatrice Harris, accounting, Theodore T. Bush, manager, and Dorothy Schoen, record department.

Lower left photo shows the complete Record Service Department and the street front of Acme is shown at the right.

Automatic Music Association of New Jersey, Inc.

President—EVERETT MASTERSON; Vice-President—JEROME MORRIS; Secretary—ARCHIE KASS; Treasurer—EDWARD MARKS; Manager—LeROY STEIN. Offices: 60 Park Place, Newark, N. J.

The first regional meeting under the leadership of Everett Masterson, President of the Automatic Music Association of New Jersey, Inc., was held at the Hotel Stacy-Trent in Trenton, N. J. A large delegation of Association members from Philadelphia, Camden and South Jersey areas, headed by Frank Hammond, Manager of the Phonograph Operators Association of Pennsylvania, were present.

Manager LeRoy Stein, in his oral report, stressed the importance of cooperation and the necessity of raising funds for the good of the Association. He urged the members not to expect too much from the Association which was only ten weeks old and whose membership had risen from 12 to 62.

It was suggested by Counsel Kesselman that all members notify him of any attempts to legislate on machines because he felt that much taxation could be avoided if townships are educated to differentiate between an amusement device and a service machine.

After much discussion it was proposed that an amendment to the Constitution be prepared, making it possible to assess members who failed to attend the meetings. It was pointed out that the absence of members when important legislation is voted upon makes it unfair to such members. A resolution was passed to the effect that Certificates of Membership be issued to members in good standing. Herbert A. Ruetsch was introduced and elected to membership.

The 1939 Banquet Committee reported that arrangements had been made for the banquet to be held at the Hotel Berkley-Carteret on the first available Sunday in June.

Members of the Committee are: Archie Kass, Chairman, in charge of tickets; Edward Marks, Treasurer; Harry Pearl, entertainment; Robert Grenner, location; Mrs. Babe Kaufman, journal; Jerome Morris, seating; Arthur Segar, reception; LeRoy Stein, Manager, general arrangements; Everett Masterson, President, Chairman ex-officio. The committee was authorized to proceed with its suggested program.

The application of Subco Amusements of Verona was received and turned over to the Membership Committee for investigation.

President Masterson concluded the meeting by thanking all the members for attending the regional meeting from great distances and urged that they be held every three months in various parts of the state so that the membership might be able to fraternize with each other more closely. ●

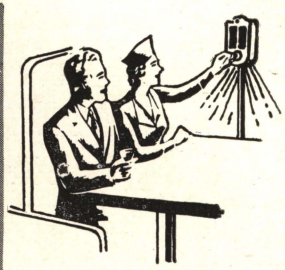
BRUNSWICK
Every Artist an ARTIST!

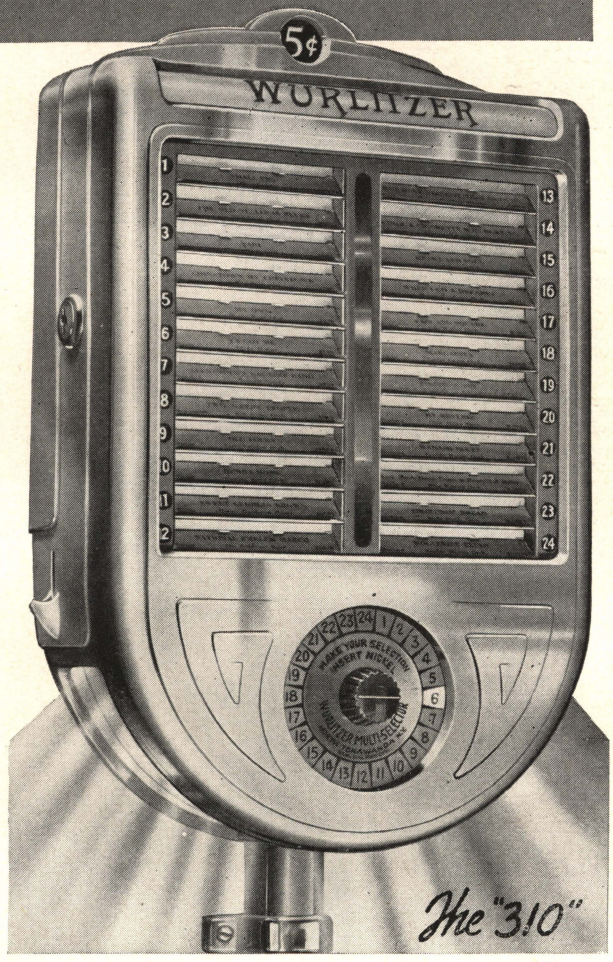
LISTEN
TO THE DIFFERENCE
IN TONE QUALITY
OF THE
CALCUTTONE
SAMPLE - 35c
Lots of 10 - 31c
Lots of 25 - 28c
Lot of 100, 25c
AUTOMATIC PHONOGRAPH
NEEDLE
Rush Your Order Now for Joe Calcutt's Own Needles.
THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

VOCALION
Tops Your "Must" List!

WURLITZER *Presents*

a New REMOTE CONTROL MULTI-SELECTOR





Increase Your Location Earnings

MAKE YOUR WURLITZER AUTOMATIC PHONOGRAPHS INSTANTLY ACCESSIBLE *from anywhere on location!*

Put your phonograph near to *all* the patrons of your better locations with the new WURLITZER Remote Control Multi-Selector Unit . . . the fully selective wall box that's ideal for booth, wall or post.

Streamlined and modern . . . the unit has a translucent plastic light opening at the bottom which provides soft illumination, permits its use as a booth light and enhances the appearance of any installation. All 24 program slips are lighted and can be easily read.

Make your present profitable locations permanent. Secure new locations with the WURLITZER Remote Control Multi-Selector.

- 5c Magnetic Coin Equipment
- 24 Record Selections Fully Illuminated
- Reject Coin and Slug Return
- Attractive, Durable, Tamper-Proof
- Dial Selector Illuminates Record Selection
- Translucent Plastic Base to Light Booth

47 COIN MACHINE REVIEW

The WURLITZER Remote Control Multi-Selector is designed for operation with any 24 record Wurlitzer Automatic Phonograph with the addition of special equipment in the instrument. Trouble-free, attractive and neat . . . . the unit is easy to install. When ordering specify length of multi-wire cable needed, (sold as additional equipment).

Sold only to Music Merchants

The Rudolph Wurlitzer Company
North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co. Ltd.,
Montreal, Quebec, Canada.

GET AND HOLD THE BEST LOCATIONS WITH
WURLITZER
AUTOMATIC PHONOGRAPHS
AND AUXILIARY EQUIPMENT

Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

KAY KYSER (O) 8338
THAT SLY OLD GENTLEMAN (FT)
EAST SIDE OF HEAVEN (FT)
Two knockout hits from "East Side of Heaven." These numbers are destined to build in popularity rapidly and this disc is a good one to have on tap.

HORACE HEIDT (O) 8339
I'M BUILDING A SAILBOAT OF DREAMS (FT)
RED SKIES IN THE NIGHT (FT)
Smooth fascinating foxtrots nattily recorded. Splendid record. Larry Clinton does the choruses.

CLARENCE PROFIT TRIO 8341
TEA FOR TWO (FT)
THERE'LL BE SOME CHANGES MADE (FT)
John Hammond found these boys in Greenwich Village. Colored outfit, consists of piano, guitar and bass. No vocals . . . but a wealth of interesting rhythm.

THE HOT BOX

Victor 26198—God Bless America
Star Spangled Banner
Kate Smith

Decca 2400—God Bless America
Star Spangled Banner
Bing Crosby

Here you have the hottest piece of musical merchandise in the country today. With the wave of patriotism sweeping the country, inspired by war clouds abroad, these numbers take on new meaning. "God Bless America" has been a big radio hit with Kate Smith and both of these recordings present the number exceptionally well done with full orchestras and mixed choruses. Get on the bandwagon with this number.

BLUEBIRD

RED NICHOLS (O) 10179
YOU'RE SO DESIRABLE (FT)
OUR LOVE (FT)
Cornetist Nichols, he of the "Five Pennies" fame, returns to Bluebird with this disc. An excellent organization. A profitable item for music ops. to get acquainted with.

OZZIE NELSON (O) 10180
THAT SLY OLD GENTLEMAN (FT)
SING A SONG OF SUNBEAMS (FT)

VAN ALEXANDER (O) 10181
EAST SIDE OF HEAVEN (FT)
HANG YOUR HEART ON A HICKORY LIMB (FT)
The quartet from "East Side of Heaven" once more. This time with Harriet Hilliard, Ozzie Nelson and Phyllis Kenny on the vocals. Very fine.

CHARLIE BARNET (O) 10182
SOME LIKE IT HOT (FT)
CLASS WILL TELL (FT)
First comes from Paramount's picture of the same name. Judy Ellington sings on both. Good.

"FATS" WALLER (O) 10184
STEP UP AND SHAKE MY HAND (FT)
UNDECIDED (FT)
We haven't run across a bum record by this artist for a month of Sundays. Second tune is best of this pair. Novel arrangements with Waller's vocalizing stealing the show as usual.

FRANKIE NEWTON (O) 10186
MINOR JIVE (FT)
ROMPING (FT)
Another of those Hugues Panassie favorites. Extemporaneous affairs but full of especially fine improvision.

JIMMIE REVARD (HB) 8088
LONG WAY TO TIPPERARY
SMILES
Old time tunes played in old time style. Never-to-be-forgotten numbers that should get lots of plays still.

DECCA

GUY LOMBARDO (O) 2351
WE'VE COME A LONG WAY TOGETHER (FT)
GLORIANA (FT)
A prime favorite coupled with a newcomer that shows plenty of promises. Usual sweet arrangements.

JIMMY DORSEY (O) 2352
OUR LOVE (FT)
ALL OF ME (FT)
Two nifties. Second boasts a vocalist named Helen O'Connell who possesses a sweet voice not unlike Mildred Bailey's.

DICK ROBERTSON (O) 2354
PENNY SERENADE (FT)
I PROMISE YOU (FT)
The incomparable Robertson adds his versions of two present favorites on this disc. Very neat. Vocals particularly good.

COUNT BASIE (O) 2355
BOOGIE WOOGIE (FT)
HOW LONG HOW LONG BLUES (FT)
This turns out to be mostly hot piano with guitar, bass and drums chiming in from time to time. No vocals. Interesting.

SHELTON BROS. (HB) 5661
I'M SAVING SATURDAY NIGHT FOR YOU
ACE IN THE HOLE
Old time hits. "Ace in the Hole" is a moneymaker that time will never hurt. Good.

CARTER FAMILY (HB) 5662
CUBAN SOLDIER
THE HEART THAT WAS BROKEN FOR ME
Sobbies done in typical hillbilly style. A tear-jerker of the first magnitude.

VICTOR

SAMMY KAYE (O) 26192
EAST SIDE OF HEAVEN (FT)
THAT SLY OLD GENTLEMAN (FT)

GRAY GORDON (O) 26193
SING A SONG OF SUNBEAMS (FT)
HANG YOUR HEART ON A HICKORY LIMB (FT)
Here you have the four smash tunes from Bing Crosby's new Universal picture "East Side of Heaven." Magnificently recorded by two of the sweetest bands on wax today. Outstanding merchandise.

BUNNY BERIGAN (O) 26196
Y' HAD IT COMIN' TO YOU (FT)
PATTY CAKE, PATTY CAKE (FT)
A well turned out double of swing tunes featuring the Berigan trumpet. Kathleen Lake warbles.

WAYNE KING (O) 26197
LITTLE SIR ECHO (Waltz)
DANS MES BRAS (Tango)
A smooth record. Best recording to date of "Little Sir Echo." King proves he's good at tangoes too on the "B" side.

Mr. George Doyle, Manager of the Rudolph Wurlitzer Company's new Atlanta Office.

Flash and Color

offered music operators in new accessories.

STEVENS POINT, Wisc.—Accessories which will add new beauty and color to Wurlitzer 616 phonographs are now being offered by the Jacobs Novelty Company of this city.

Classifying their products as in tune with the 1939 luxury light-up designs the Jacobs firm is offering beautiful walnut finished louver corners backed with a brilliant new red translucent plastic which produces a light visible from any angle and requiring only 30 watts for good illumination; a grille finished with two brilliant new red plastic pillars along the sides with polished cast aluminum design in the center backed with glittering silvered jewel cloth; and a silvered door design to beautify the front and blend in with the grille and louvers. ●

"Dance Hour"

will be new CBS feature.

LOS ANGELES.—"Dance Hour," a radio program featuring Brunswick and Vocalion artists, will be released soon over the Columbia Broadcasting network every Sunday evening. These programs will feature the latest dance tunes and will use well-known artists each week.

Columbia claims an audience of more than twenty-two million people for their Sunday evening programs and the "Dance Hour" should become a popular national program proving a help to educating the nation's dance minded. ●

Get in the Money with Music's Big Money-makers

BENNY GOODMAN AND HIS ORCHESTRA
Victor 26166—PIC-A-RIB
(Both Sides)

BENNY GOODMAN AND HIS ORCHESTRA
Victor 26170—AND THE ANGELS SING
SENT FOR YOU YESTERDAY AND HERE YOU COME TODAY

DICK TODD (Vocal)
Bluebird 10169—LITTLE SIR ECHO
I CAN'T GET YOU OUT OF MY MIND

DICK TODD (Vocal)
Bluebird 10183—I'M BUILDING A SAILBOAT OF DREAMS
AT A LITTLE HOT DOG STAND

RCA — His Master's Voice

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!

FLASH!

The NUMBER ONE Name on Phonographs
Singing the NUMBER ONE Hit of Today
ON DECCA No. 2400

BING CROSBY

—SINGING—

"GOD BLESS AMERICA"

Wire or Phone Your Order TODAY!

●

DECCA DISTRIBUTING CORPORATION

3131 Western Ave.
SEATTLE

35 Stillman St.
SAN FRANCISCO

108 E. 17th Street
LOS ANGELES
and other branches in U.S.

TOMMY KEARNS
1032 Alakea St.
HONOLULU, T. H.

Best Bets

In this department are listed outstanding records worthy of music operator attention. The numbers are picked from record releases of the past 30 days and cover only records not regularly reviewed in HITS ON DISCS.

BRUNSWICK

HARRY JAMES (O) 8337
'Taint What You Do (FT)
Two o'Clock Jump (FT)
HORACE HEIDT (O) 8334
What Goes Up Must Come Down (FT)
Don't Worry 'Bout Me (FT)
GENE KRUPA (O) 8335
The Madam Swings (FT)
Quiet and Roll 'Em (FT)

BLUEBIRD

CHARLIE BARNET (O) 10153, 10172
A New Moon and An Old Serenade (FT)
The Gal From Joe's (FT)
Jump Session (FT)
Swing Street Strut (FT)
MEZZROW-LADNIER QUINTET (O) 10090
Everybody Loves My Baby (FT)
Ain't Gonna Give Nobody None of My Jellyroll (FT)
"FATS" WALLER (O) 10156, 10170
S'posin' (FT)
Rosetta (FT)
You Asked For It—You Got It (FT)
Got No Time (FT)
EDDIE DeLANGE (O) 10159, 10163
There's A Hole in the Old Oaken Bucket (FT)
Say Ah! (FT)
Simple Simon (FT)
Ad-de-dey (FT)
LES BROWN (O) 10161, 10166
Don't Worry 'Bout Me (FT)
What Goes Up Must Come Down (FT)
Only When You're in My Arms (FT)
Two Fools in Love (FT)
VAN ALEXANDER (O) 10164
Don't Look Now (FT)
Dancing in the Dark (FT)
BILL BOYD (N) 8070
La Golondrina (Waltz)
I Want To Go Back (FT)
JOSEPH SUDY (O) 10165
Rainbow Valley (FT)
It's Never Too Late (FT)
FRANKIE NEWTON (O) 10176
Rosetta (FT)
The World Is Waiting For the Sunrise (FT)

DECCA

GUY LOMBARDO (O) 2306
Little Sir Echo (FT)
I Can't Get You Out of My Mind (FT)
GLEN GRAY (O) 2307, 2321
I Promise You (FT)
Shut Eye (FT)
Heaven Can Wait (FT)
Sunrise Serenade (FT)
CHICK WEBB (O) 2310, 2323
Tain't What You Do (FT)
I Can't Stop Loving You (FT)
Undecided (FT)
In the Groove At The Grove (FT)
BING CROSBY (V) 2315
Ah! Sweet Mystery of Life
Sweethearts
BING CROSBY-FRANCES LANGFORD (V) 2316
I'm Falling In Love With Someone
Gypsy Love Song
JIMMY DORSEY (O) 2322, 2332
I Get Along Without You Very Well (FT)
It's Anybody's Moon (FT)
It's All Yours (FT)
This Is It (FT)
JAN SAVITT (O) 2331
It's All So New To Me (FT)
There's A Hole in the Old Oaken Bucket (FT)
THE MERRY MACS (O) 2334
Cuckoo In The Clock
Patty Cake, Patty Cake
MILT HERTH TRIO 2336
Annabelle (FT)
Whisler And His Dog (FT)
SONS OF THE WEST (HB) 5657
Visions Of The Past
Following You Around

VICTOR

BENNY GOODMAN (O) 26175
Cuckoo In The Clock (FT)
A Home In The Clouds (FT)
HAL KEMP (O) 26176, 26188
My Hands Are Tied (FT)
Delightful Delirium (FT)
Don't Worry 'Bout Me (FT)
What Goes Up Must Come Down (FT)
RICHARD HIMBER (O) 26177, 26182
I Promise You (FT)
Blame It On My Last Affair (FT)
Are There Any More At Home Like You? (FT)
Step Up And Shake My Hand (FT)
SAMMY KAYE (O) 26178, 26183, 26186
Rainbow Valley (FT)
We've Come A Long Way Together (FT)
I'm Building A Sailboat of Dreams (FT)
Out Of The Starlight (FT)
In A Moment of Weakness (FT)
I'm Happy About The Whole Thing (FT)
WAYNE KING (O) 26180
Lonesome—That's All (Waltz)
'Til The Sands Of The Desert Grow Cold (Waltz)
GRAY GORDON (O) 26184
It's Never Too Late (FT)
Chopsticks (FT)
TOMMY DORSEY (O) 26185
Blue Moon (FT)
Panama (FT)

VOCALION

JIMMIE LUNCEFORD (O) 4712
You Set Me On Fire (FT)
Shoemaker's Holiday (FT)
MILDRED BAILEY (V) 4708
'Tain't What You Do (FT)
It's Slumbertime Along the Swanee (FT)
MITCHELL AYRES (O) 4699, 4709
Heaven Can Wait (FT)
Blame It On My Last Affair (FT)
Step Up And Shake My Hand (FT)
Class Will Tell (FT)
DOLLY DAWN (O) 4711
Hooray For Spinach (FT)
Corn Pickin' (FT)
DICK JURGENS (O) 4678
Penny Serenade (FT)
Rainbow Valley (FT)
LAWRENCE WELK (O) 4680
I'm Happy About The Whole Thing (FT)
In A Moment Of Weakness (FT)
RED NORVO (O) 4698
Cuckoo In The Clock (FT)
We'll Never Know (FT)

BRUNSWICK
Every Artist an ARTIST!

NATIONAL CANDY MACHINES

are America's finest vendors of five cent candy bars. Smart operators are enlarging their operations with this new Merchandiser NOW.

"It's a Sweet profitable business"

3 MODELS to Choose From

Call - Write - or Wire

E. C. McNEIL

National Candy & Cigarette Machines

+

E. C. McNEIL

Direct Factory Representative

California • Oregon • Washington
Nevada • Arizona

Pacific Coast Office

713 S. Westmoreland • FEderal 4055 • Los Angeles

Father and Son

are successful with candy machines.

LOS ANGELES.—A father and son partnership in coin machine operations has proved very successful during the past few years, according to operators W. J. Figge and son, Charles.

Figge and his son have operated candy vending machines exclusively in Los Angeles and vicinity. The operations began a few years back with a small number of machines and has grown steadily until the pair now have several hundred candy machines on location.

When asked what contributed most to their success, the elder Figge said, "hard work." This, together with the use of the finest candy available, has helped to make these two men successful candy machine operators.

Both men feel that the biggest handicap in the past has been the need for new and modern equipment. This need has been met, they state, and they feel that the market now offers many fine machines.

"Since the arrival on the market of the new National Candy vendor, many of the problems we faced in the past have been eliminated," W. J. Figge states. "We are now able to give a larger selection and greatly improved service. For many months we have been testing out the National and find that it is the machine we have been looking for.

"We have recently contracted with National to replace over 200 locations. Eventually we expect to use National machines exclusively." ●

With Southern California Coinmen

One of California's oldest operators of coin machines, Charles Peverly, was seen recently at the E. T. Mape Music Company in Los Angeles, buying several Seeburg Symphonolas from Jean Minthorne.

Peverly is an operator in Ventura County where he has more than 30 phonographs on location. It was back in 1900 that Peverly first began operating coin machines and, believe it or not, he had a few music machines at that time. His first musical coin-operated machines were the old Regina music boxes. Later he had several Edison and Columbia phonographs. They were the type that had earphones and cylinder records and were really the "latest" in those days.

"The chances are better now than they were then," Peverly states. "People have money now, then they seldom had much to spend." He used to cover the territory in a horse and buggy and sometimes on a bicycle. His machines were on location between Los Angeles and Ventura and he would cover this route in a week—on a bicycle.

"Peverly is one of my best customers," Minthorne states. "He has purchased a number of the new 1939 Seeburg Symphonolas."

H. R. Graham, 212 East Palmer Avenue in Glendale, has recently changed his telephone number to Citrus 1-1093. Graham services slot machines and is well known as a repair man throughout Southern California.

W. D. Tanner and Mrs. Tanner visited Los Angeles for several days during March and placed a large order for Wurlitzer phonographs with Bud Parr of the General Music Company. Tanner has been a Wurlitzer operator for about ten years in and about Fresno.

TOY OPERATORS

A NEW Inexpensive Toy Assortment

The

CHARM FILLER

1 gross assorted celluloid charms 60c each.

or

One of These Packs Must Fit Your Needs

or we will make up one for you!

"Hi-Low" Master Toy Packs
"Hi-Low" Snacks and Northwestern
"Hi-Low" Victor Packs
"Hi-Low" Chief Packs
"Hi-Low" Stamp Pack
"Hi-Low" Stamp Bag
"Hi-Low" Stamp Combination Pack
"Hi-Grade" Bag
"Hi-Low" 1-Gross Bag
Lead Bag
Topper Toy Pack
All American Pack

CHALLENGER PACK

WRITE FOR PRICES TODAY!

M. BRODIE CO.

2182 Pacific Avenue Long Beach, Cal.

Bill Berg, employed in the Los Angeles branch office of the American Record Corporation, recently underwent an appendicitis operation. He is recuperating and will return to work soon.

Bert Annear's mother passed away in San Francisco on March 18. Annear is in charge of phonograph records for Phonomatic Corporation, Los Angeles operators.

There is a great deal of activity around Charlie Washburn's these days. The new private offices that have been built in the Washburn store are really nice. Two offices have been enclosed and offer privacy for Washburn and Percy Shields.

One of the most novel and up-to-date merchandising features now in use by dealers on the Pacific Coast is the beautiful new two and one-half ton Mack truck that Charlie Washburn has purchased for his trips into Arizona and surrounding territory. "It's just like a house," Charlie states. In fact Charlie does use it as a house on many of his trips. Recently while on a trip through Arizona he was forced to use the truck for sleeping quarters for three nights because of the crowds gathered for the rodeo at Tucson.

The big Bull Dog truck is equipped with all the conveniences of home, Charlie claims. The driver can live right in the truck if he wishes to do so. A complete stock of coin machine equipment is carried at all times. It is the coin machine man's answer to "a store on wheels." ●

Skill Jump Scores

with Pacific Northwest operators.

PORTLAND.—Lively player response to the new Skill Jump game has caused local operators to place substantial reorders with Western Distributors, according to Lou Wolcher, head of the firm.

Groetchen's Skill Jump exercises a very definite fascination upon players, the predominating skill element spurs competitive play, and operators have found that earnings increase week by week as player acquaintance with Skill Jump grows.

An upright game, standing nearly six feet tall, Skill Jump commands attention in any location yet it occupies only two square feet of space. Visibility of the playing field is greatly increased and more spectators get to watch a game being played, with the result that there is always a waiting line of players. ●

News from the Heart of America

By B. K. ANDERSON

KANSAS CITY, MO. (RC)—With the coming of spring, the sun shines bright on the coin machine industry in the Heart of America. There is news and plenty of it. Perhaps, one of the most important news stories to come out of this area in many months is the announcement of a legislative victory for operators in the State of Arkansas.

Operation of free play machines has been legalized in Arkansas. Undoubtedly this is the best single piece of news that has developed in this sector in many months. Not only will it mean a new profitable era for operators in the Arkansas area, but undoubtedly it will have a decided effect on all such legislation submitted to the legislatures of the other states in this section.

This spring and summer season should be the most profitable in history for operators both in southern Missouri and Arkansas. As a great deal of this equipment is distributed through Kansas City showrooms, it should give operators in this part of the country an opportunity to attend the premiere of all new equipment that is developed in the coming months.

Many operating firms with Kansas City headquarters have locations which extend into or near this new boom area. No doubt the influence of the Arkansas operators' enthusiasm will help surrounding territory, and we predict the boom will and is spreading beyond state lines and that 1939 will be a banner year for all Missouri Valley operators.

In Missouri proper the Governor and opposing political factions are still having words. Although the picture gives evidence of finding a solution in the near future, coin machine ranks are less awed by it and expansion is going ahead at a better than normal pace. Local sales charts indicate an increase in the influx of new equipment sold this year over 1938.

The popularity of automatic music, growing steadily during the last six months, has reached a new peak. Without exception all three of the leading music operating and distributing firms of Kansas City report a vast upswing in demand and sales during the past thirty days.

At the Central Distributing Company, R. F. Mason, who co-directs Central's destiny with Tim Crummitt, says that the firm hasn't a new Wurlitzer phonograph in the building. Increased orders for the machines went in months ago but shipments from the factory have made Central just a forwarding station between operators and the manufacturer. Operation of music has never been more profitable in this vicinity, he says.

At the United Amusement Company Carl Hoelzel is also much enthused about the way Missouri Valley coins are clicking into automatic music boxes. Carl operates and distributes Rock-Olas and has recently added new members to his music operating staff.

Frank Schrogl, genial owner and manager of the Western Distributing Company, handling the Mills line, says that lots of operators who were operating other equipment until about six months ago have turned to music.

Schrogl believes this is the most opportune time in the history of the business to begin the operation of automatic machines. "Business is picking up," he states, "music is gaining great popularity because equipment is much better than in former years and the public is getting the automatic music habit. The many places where the public loiter for any length of time have good music boxes and the public is getting the habit of playing these machines to the benefit of all music operators."

Dutch Darkow, United Amusement Company operator, and Charles Katz, Bally Manufacturing Company representative, have just returned to Kansas City after a trip of several weeks that carried them through Kansas, Nebraska and Western Missouri.

The primary aim of the trip was to merchandise the Bally line for United Amusement Company and the district sales director, Carl Hoelzel. Darkow and Katz report that they had a very enjoyable trip visiting several hundred operators. The outlook in the farm belt was never better, they say.

On the sales tax front, the news is decidedly good. The Kansas mills tax token headache passes out of the picture in June of this year. The Missouri tax, however, gives evidence of lingering a while yet. Operators of cigarette machines have settled the problem by taking the tax out of the location's share and have lost little business in this maneuver. In most areas the location's special tax for a permit to sell cigarettes makes it unprofitable for him to merchandise the packs over the counter.

A good chance for a swell picture of

(See KANSAS CITY, Page 64)

All Operators Agree —

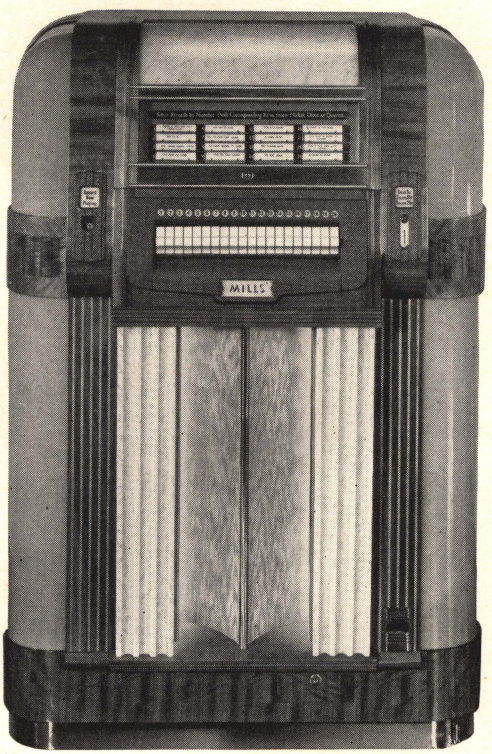
"IT'S TOPS!"

The NEW

Mills

20 Record

PHONOGRAPH



"Haste did not make waste" . . . Something worth waiting for. This beautifully illuminated phonograph, now ready for delivery, will add to the beauty and charm of the finest of locations. The beauty of design—streamlined for the "ACE" locations, and acclaimed by every experienced operator as the "Last word in music and beauty" . . . unduplicated elsewhere. All in all, it is the phonograph for 1939-1940 and many years to come . . . The finest musical instrument made.

Check These Features

Check these features . . . New fool-proof selector, New record-changing mechanism, improved coin chute—takes 5c, 10c, 25c, 100% slug-proof (at no extra cost), fifteen inch speaker, brilliantly illuminated at extra low cost, piano key board, record cancellation button, front end cash box, twelve second record-changer.

We Ask That You Make a Comparison!

A WORD TO ALL OPERATORS!!! Besides having the MILLS 20-RECORD PHONOGRAPH, we also have the Mills complete line of coin operated devices—write for our prices. NOVELTY GAMES . . . We are fast becoming distributors for all the leading manufacturers of novelty games. Write for our prices on all the late games, both new and used. We cordially invite you to visit us on your next trip to Kansas City, Missouri, 3425-29 Market Street.

EXCLUSIVE MILLS DISTRIBUTORS FOR WESTERN MISSOURI & KANSAS

Western Distributing Company

3429 MAIN STREET KANSAS CITY, MO.

Phone: VALENTINE 1402

A Scotch storekeeper's show window, to the surprise of his brethren, was suddenly adorned with a gorgeous new blind.

"Nice blind you have."

"Yes."

"Who paid for it?"

"The customers."

"What, the customers paid for it?"

"Yes, I put a little box on my counter, with a sign, 'For the Blind.'"

Remote Control

announced by Wurlitzer.

NORTH TONAWANDA, N. Y. — The "310", a new remote control multi-selector, has been placed on the market by the Rudolph Wurlitzer Company, according to a report coming from the factory early this month.

The unit is actually built to music merchants' specifications, it is claimed. In order to obtain all the information needed for the new unit, the Wurlitzer Company conducted an extensive field survey. Walter Reed, Service Manager of the concern, and Fred H. Osborne, of the Wurlitzer Engineering Department, traveled more than 10,000 miles interviewing music merchants and location owners from coast to coast.

"Actual location problems were checked to ascertain what requirements such remote control mechanism should fill," officials state. "Out of this extensive survey the Wurlitzer company has developed the '310'. It is expressly designed to fit any location and to aid music merchants in increasing location earnings by making full selection from the Wurlitzer Automatic Phonograph instantly accessible from anywhere in the location.

"The need for a reliable automatic phonograph remote control multi-selector has actually been met in the new Wurlitzer unit," company officials believe. "Built of durable metal, the unit is compact and tamper-proof. It is fully selective, permitting a choice of any one of 24 records. Ultra modern in design, the Wurlitzer '310' Remote Control Multi-Selector will enhance the appearance of any location. Unique are the translucent plastic base panels in the unit which provide ample illumination to permit the wall box to serve as a booth light. All program slips are also well lighted, permitting easy reading of the 24 record selections.

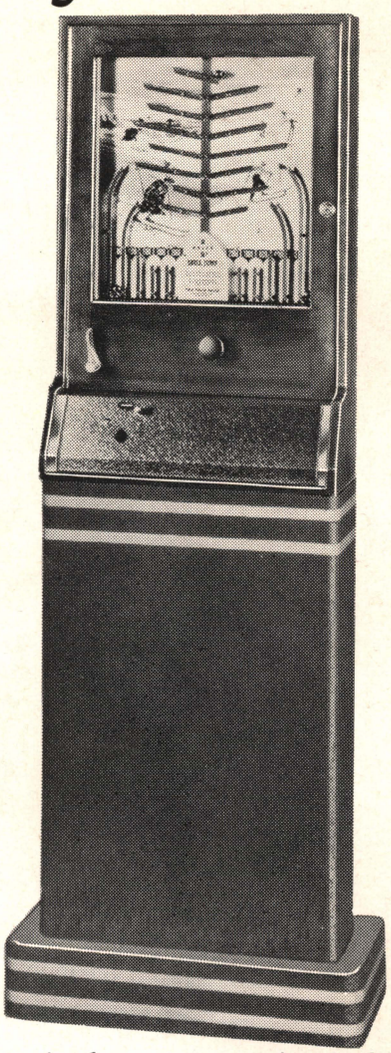
"A dial selector facilitates the choice of any record and the number of the selection chosen is illuminated on the face of the dial. The unit is equipped with a magnetic slug-proof nickel coin slide and a reject coin return."

The "310" is easy to install and is designed to operate with any 24 record Wurlitzer Automatic Phonograph with the addition of special attachment inside the phonograph.

The new selector is going into production immediately and the many orders already received for the new unit will be delivered soon. ●

Dial selector on the new Wurlitzer Remote Control Multi-Selector. Built to fit into any location, it is claimed that the new unit fills a need that music merchants have felt for some time.

SKILL JUMP
legal everywhere



46 out of 48

States look with tolerance upon operation of Skill Jump. It is the greatest moneymaker which can be operated legally.

YOU SHOULD TRY IT YOURSELF!
Visit your nearest Jobber or write to
GROETCHEN TOOL CO.
122 North Union Street, Chicago

Modernize Your Phonograph
with
Jacobs' Light-up Grilles
for Wurlitzer Model 616
Stock on hand for Immediate Delivery at Factory Prices.
$12.50 each
For details see advertisement on opposite page.
Wm. Nathanson
2835 West Pico St. PArkway 9191 Los Angeles

YOU CAN ADD

FLASH AND COLOR

TO YOUR MODEL 616 PHONOGRAPHS

They will make more money for you!

Silvered door design a powerful irresistable magnet of attraction

Your locations and patrons will be enthused with this thrilling cabinet

Inescapable design polished Aluminum with glittering Silver Jewel cloth

New glowing, beauty drenched louver corners are very rich and outstanding

Your 616 can be made to look like this by installing our equipment on it

Illumination cooperating with color very effective visible from any angle

PRICE COMPLETE $25.00

CORNERS AND PLASTIC FRONT DOOR $12.50 . . . . . GRILLE ONLY $12.50

(See complete description on other side)

JACOBS NOVELTY CO.

STEVENS POINT, WISCONSIN

New Brilliance and Illumination

FOR YOUR 616 MODELS

Make your 616's a thrilling eye-filling sight, a powerful magnet of attraction for the sale of todays favorite tunes, with this 1939 modern luxury light-up design, which capitalizes on color flash animation plus the great earning power for the leading locations in America. Never before, in the history of the music business, has such earning power been built into an automatic phonograph. Music merchants, act today, don't miss this great opportunity.

Equip your 616's with these beautiful walnut finished Louver Corners which are backed with a brilliant new red translucent plastic, which produces a light that is more attractive than any other light and visible from any angle, requiring only 30 watts for good illumination. The silvered silhouette on plastic in the door, when illuminated, produces blazing colors and gives an effect of unspeakable richness and beauty, attracting many players.

The Grille has two brilliant new red plastic pillars along the sides with polished cast Aluminum design in the center, backed by glittering silvered jewel cloth, illuminated by small bulbs (no Lumiline bulbs) under plastic sides, requiring only 40 watts for illumination, eliminating heat. This is all assembled in a wood frame with silver jewel cloth attached, it is so complete and perfect that you just set it in place and screw it to the cabinet, absolutely no cutting or fitting required. Fits both 616 and 616A Models. Comes complete with electric bulbs and full instructions for installing.

The Plastic in this equipment is of the highest quality, conducting the light very readily. When installed in your Phonograph this equipment will not look like some cheap attachment, but will become a part of the cabinet, with factory built appearance, making your 616, a NEW MODEL in a very short time. This Equipment is sold at a very low price of $25.00 complete top and bottom ensemble. You can purchase the Grille Assembly . . . . separately at a price of $12.50 . . . . or you can purchase the Louver Corners and Front Door Ensemble . . . . at a price of $12.50

All orders must be accompanied by $2.50 deposit. Balance C.O.D.

Best Wishes
to
WOLF SALES CO.
on their
New and Enlarged
Quarters

The South's Largest
Distributor salutes
you.

ORIOLE
COIN MACHINE CORP.
138-148 W. Mt. Royal Ave.
BALTIMORE, MARYLAND

Wolf Sales Company Moves to New, Enlarged Quarters

By Dorothy Petsch

Wolf Sales Co. makes coin machine history this month in San Francisco by taking over the largest plant in this section of the Bay area for its headquarters. Grand opening was held the first week in April and was attended by jobbers and operators from all parts of Northern California.

Particularly impressive is the two-story brick building, located diagonally opposite his old establishment. Situated on the sunny side of the street, it has been erected to take advantage of the light, and large windows flood the showrooms and offices with sun throughout the day. Only the shell of the previous structure remains for owner Wolf Reiwitz has completely renovated the interior. Floors were sanded, stained, and polished. Walls were plastered and tinted in a light tone. Interior woodwork which was added was also painted white to give to the place an air of spaciousness and cheerfulness.

The street floor is given over to display rooms and shops. Here are to be seen the new cabinets which Wolf Sales is placing on the market this month and the new and used games which he also has for sale. The ample room makes it possible for operators to carefully inspect their purchases. In the rear of the main floor are to be found the shops which the mechanics claim are the finest, the best-equipped of any shops in San Francisco. Any kind of machine in the vending line can be cleaned, repaired, renovated in this department, according to the men in charge. The shipping room is also located in this section of the main floor. Here the machines are assembled and crated for the export trade which is an important branch of the Wolf Sales Co.

The second floor front is given over to

With Every
Good Wish
for
Your Continued
Success

EXHIBIT SUPPLY
COMPANY
4222 West Lake Street
CHICAGO, ILL.

offices and conference rooms. Here Wolf Reiwitz holds forth in state behind his mahogany desk and here also will be found the desks of Stanley Harris and Secretary Sylvia Hipshman. Harris has full charge of the cabinet sales and will spend most of his time on the road. Conference rooms will be reserved for meetings of the sales force.

The rear of the second floor has been turned into an assembling plant for the cabinets. Two men have been placed on the staff of Wolf Sales to handle this end of the business. According to Wolf, no expense has been spared in producing his cabinet. The finest grains of mahogany have gone to make the box itself and the wood is polished down before the box leaves the plant. Lectolite gives the illumination on the front and sides of the cabinet. So rapidly have orders been booked in advance for the box that just now has production caught up with the demand.

The story of Wolf Sales Co. Inc. sounds like a chapter from a Horatio Alger book. Wolf has been in the coin machine business for thirty-five years and knows every angle of it thoroughly. He at one time operated in Colorado, then in Seattle. Since coming to San Francisco he first opened a small office on Mission Street, then expanded to a space in the Action Sales on Ninth Street. From there he moved to Golden Gate Avenue last April where his business has steadily increased until the demand for larger quarters made itself apparent. The COIN MACHINE REVIEW joins his many friends in wishing Wolf Reiwitz hearty congratulations and success in his latest expansion. ●

Congratulations and Best Wishes
to
WOLF SALES CO., Inc.
in their new home and enlarged quarters
●
THE HUB ENTERPRISES
43 South Liberty St. Baltimore, Maryland

Around Northern California

By D. H. PETSCH

SAN FRANCISCO (RC)—Bally Beverage Vendors have arrived in San Francisco and it is the opinion of Johnny Ruggiero that they are going to live up to the good old Bally name and mop up the market. Bruce Scrievers of the local office spent the last two weeks in Chicago studying the mechanics of the machine and returns more enthusiastic than ever over its possibilities. According to Ruggiero, from the broadsides alone, advance orders have come in from all parts of Northern California. Jack R. Moore has held demonstrations of the machine in all of his West Coast offices with amazing enthusiasm expressed by operators attending. What appeals to them, says Ruggiero, is that every cup is a perfect blend of coco-cola, the same that one can buy in a bottle.

Bally's Fifth Inning, the new baseball game on the market, is due in San Francisco any day now and Manager Ruggiero predicts a sunny future for it.

Mr. and Mrs. Louis Caro are the proud parents of a baby girl, Mary Lou, born the latter part of March. Mrs. Caro is secretary at the Jack R. Moore office, now on leave-of-absence.

"Seeburg phonographs are going big in Northern California," says Vance Mape. All types of models are selling, too. Vance is on the board of directors

Compliments
of the
MILLS NOVELTY COMPANY
▲

of the new music association and is taking his duties very seriously.

The Mape Co. recently placed some Seeburgs in a deaf and dumb social center. It seems that when the music is turned on very loudly, the deaf and dumb people get the vibrations and are able to dance.

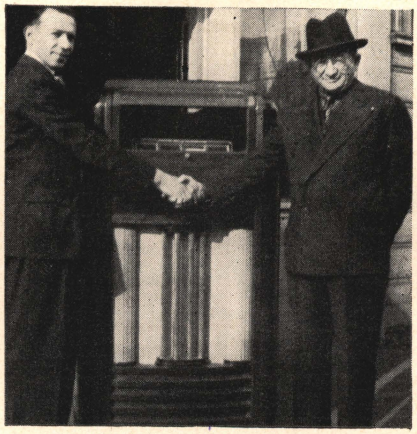
The carload of portable radios which were blocking traffic on Golden Gate Avenue this week belonged to Anne Mandel, who has fallen prey to the old coin machine custom of storing the stock on the sidewalk inasmuch as it has to be delivered to customers so soon anyhow. Anne says that these radios are especially good now, for people are anxious to win them for their cabins or to take them on picnics. The representative of one of the large sales board companies testified that they are particularly good for dancing in the moonlight, although heretofore no one has suspected that he was addicted to such practices. Anne adds that she can't say enough good things about her new Gardner boards. She says that they have more eye-appeal and play-appeal than any other board she carries, and she has sold more of them in March than ever before.

Contact in daily carload lots would be the answer to Heine Grusenmeyer's prayer. Everyone wants them, he says, and he has a waiting list that extends out the front door. He can't explain it except that the operators like them and the operators like them because they get plenty of play from the public.

Heine recently played host to his sister who visited him for the first time in many years. Heine and Lou Wolcher decided to show her the town in their own inimitable way. Result is that on her return to Riverside she writes that her eyes are still seeing things. Visiting firemen please note.

Another $40,000 consignment of almonds was purchased this week by Einar Wilslev of Viking Specialty. This makes the second order of like proportions which Einar has purchased within the last month.

Wilslev adds that his Northwestern '39 machine is going very well this month. Operators like it because it's fool-proof with slug ejectors. Also new in the Wilslev plant are the candy-coated cashews and the toy jellybeans. The latter, are going particularly well for they have dandy eye-appeal in the vending machines, he says.



"Beautiful new headquarters . . . a beautiful new cabinet . . . nothing can stop us," says Wolf Reiwitz, head of Wolf Sales Co., to Stanley Harris, in charge of cabinet sales.

After sixteen years as an operator, A. Berman has come to San Francisco to enter the jobbing business. Although he feels that it is difficult to make predictions after only two days, he states that "if the devil doesn't overtake us, we'll make out." "We" includes his attractive wife, who acts as his secretary and bookkeeper. Berman has operated in every part of the United States and is well informed on all types of vending machines. He will, however, specialize on slots and table games.

Hermie Cohen, of Hamilton Mfg. Company, was a visitor in San Francisco the first part of April. He took in the Fair and checked in with his pals along the Row.

Mr. and Mrs. Wm. Schmidt, of Fond du Lac, Wisconsin, were the guests this month of Charlie Fey. The Schmidts spent three weeks here visiting the Fair and taking moving pictures of various points of interest including the Fey plant. Mr. Schmidt is owner of the Wisconsin Novelty Co.

On the eleventh week of steady reordering, the Golden Gate Novelty believes it has something in Chicago Coin's Majors. According to Owner Al Armos, no machine in recent months has proven so successful from an operating as well as a jobbing standpoint. Ed Heinle calls it a humdinger and says that's only putting it mildly. Both are awaiting anxiously the arrival of the new Chicago Coin machine. Blue Streak is still top machine for Leo Gerckens in the digger line.

Richard D. Marcus, outside man for the Golden Gate Novelty, became a

Best Wishes to WOLF SALES
on their removal to new and enlarged quarters. Our Best Wishes follow you.

A TIP TO OPERATORS:
Games from Golden Gate Novelty never fail you. We experiment with every game and give it every kind of test before offering it to the operator. Save yourself worries and needless service calls by using only Golden Gate certified games. NOW FEATURING: MAJORS, a whale of a hit. See it today!

AL ARMOS
GOLDEN GATE NOVELTY CO.
116 Golden Gate Avenue, San Francisco, Calif.

See the
WOLF SALES CO.
Advertisement
on
INSIDE BACK COVER
of This Issue

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WOLF SALES CO,. INC.
A SQUARE SHOOTING FIRM THAT DESERVES THE BEST.
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WEST COAST *Representative*
324 WRIGHT AVE. - - - TACOMA, WASH.
GAYLORD HOTEL - SAN FRANCISCO, CALIF.

bridegroom this month. He and his wife, the former Lilian Korenberg, have taken an apartment in the Marina District.

April is proving an even better month for Rock-Olas than March, according to Clarence McClelland manager of the local Rock-Ola headquarters. He adds that the factory in the East may be working on a 24-hour shift, but that's not fast enough for him; he has sold every machine by the time it reaches San Francisco. The entire phonograph business is greatly improved by the activities of the new Automatic Music Merchandising Association here in Northern California, he believes, and the phonograph business is really going to town when the few remaining difficulties are ironed out.

Bill Corcoron has taken over some Rock-Olas and is trying them out on his own routes with great success.

Dick Tyrrell, recently made factory distributor for Northern California for the Vi-Ped-Ex Corporation, is striking real pay-dirt, he states. Two contact men book locations for him, and he in turn sells the completely-equipped routes. "We've yet to strike a place where they are not anxious to have the machines located," he says, and adds that the operators are his biggest boosters, for cash returns don't lie. The foot-massaging machines are appearing in all the largest department stores, beauty parlors, and hotels in the Bay area, where they are gratefully received by tired shoppers.

The Oakland Music Operators Association celebrated its semi-annual dinner at the new ballroom of Hotel Leamington in Oakland the evening of March 28th with what guests describe as one of the finest dinners and entertainments ever to be staged in the Bay district. Speeches were of two-minute duration and the entire affair was marked with speedy good-fellowship. The arrangements were in charge of President George Miller. A local radio announcer acted as master of ceremonies and the floor show proved snappy from start to finish. George Bates was the lucky winner of the radio which was raffled off during the evening. Members from Sacramento, Stockton, Vallejo, San Francisco and the East Bay attended. Special guests were Supervisor Bartel and Councilman Jacobson of Alameda County.

New Brodie

cigarette vendor to be announced soon.

LONG BEACH.—There is plenty of activity around 2182 Pacific Avenue where the finishing touches are being put on the new M. Brodie cigarette vendor, soon to be announced to the coin machine trade.

The new Brodie machine, to be manufactured and distributed by the M. Brodie Company, is an all-electric console model . . . the first to be delivered to operators throughout the country.

The Brodie machine has a 600 pack capacity, is streamlined in appearance, has a cabinet made entirely of seasoned and matched woods, is equipped with the National Slug Rejector and is built to comply with all rules and regulations of the Internal Revenue Department of the United States Government.

Present plans are that the machine will be ready for delivery about June 1st. Formal announcement, together with pictures of the new machine, will appear in the May issue of THE REVIEW.

Long Beach

One of the most important events in Long Beach during the past month has been the effecting of an agreement to operate only one machine in each location. This pertains only to marble games and operators have agreed with the police department not to place more than one machine on any one location. The agreement does not prohibit vendors, skee balls, or music machine installations in the same locations with marble games. It is hoped through this new agreement that harmony will prevail in Long Beach for months and months to come. All operators have pledged themselves to cooperate in the agreement.

Popular marble games in Long Beach this month are: Genco's Rink, Exhibit's Speedy and Contact, Chicago Coin's Majors and Stoner's Chubbie.

Clark Shaw is a new operator. Headquartering in Long Beach Shaw is operating mainly in the Bakersfield vicinity. One can see him almost weekly in Long Beach Coin loading up on new games for his territory.

In Long Beach during the past week was Harold Presher of San Diego. Presher has found that the Long Beach Coin is right up front on all new equipment and the Preshers are steady customers of Joe Richarme.

Music operators are cooperating 100% with the new music ops. union in Los Angeles. Only three Long Beach ops. are still on the outside and it is hoped to have them included as members before the end of the month.

Don Jackson, former operator for the S. & A. Novelty Company of San Bernardino, spent a week in Long Beach vacationing. Jackson is now operating in San Francisco and reports business especially good since the opening of the Fair.

Nothing pleases the Long Beach marble machine lads more than a nice steak dinner at a place that knows how to cook them "just right." A meeting is planned this week and full details will be reported in this column next month.

Exhibit Contact

given grueling test at factory.

CHICAGO.—"Contact is as near perfect as possible," claims Leo Kelly, of Exhibit Supply Company. "We have given the game exhaustive tests in our own factory equivalent to three million plays and the machine performed mechanically perfect.

"Even though we believe the large number of Contacts on location in recent weeks provide the best tests," Kelly continued, "never-the-less we have carried on this factory test to see if we could possibly find anything wrong with the mechanism."

All the **NEW GAMES** Are Here

One For Every Type Location

GENCO'S
NATURAL
Entirely different in play principle

CHI. COIN'S
MAJORS
Has been smashing all records for 9 weeks

STONER'S
FREE PLAY CHUBBIE
Has won the hearts of every operator—it's fascinating

GOTTLIEB'S
LOT-O-FUN
Profit for the operator—thrills for the player

Use our cable address—"PINGAME"—San Francisco

THE LOU WOLCHER CO.

1021 Golden Gate Ave., San Francisco, California

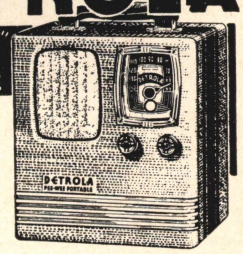
3126 Elliott Ave., Seattle, Wash. 1154 W. Washington Blvd., Los Angeles
1226 S. W. 16th Ave., Portland, Ore. 63 W. 2nd Ave., Salt Lake City, Utah

Congratulations to Wolf Sales

THE WORLD'S SMALLEST COMPLETE PORTABLE RADIO

DETROLA

"Pee-Wee" PORTABLE



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Dynamic-Speaker
Superheterodyne
Highly Selective
Volume-Control
Rugged Airplane
Luggage Case

JUST 8" High, 7" Wide
Take It Along Everywhere You Go!
No Aerial • No Ground
No Plug-In

The Hottest Punch Board Item of 1939—Price only $14.00

RADIO LAMPS - CLOCKS
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RADIOS - JAR DEALS

GARDNER - HARLICH
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Sales Boards

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1033 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIFORNIA
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is for LONG BEACH COIN . . . the place to go for NEW and USED equipment!

NEW ARRIVALS

Genco
RINK $89.50

Chi. Coin
MAJORS 89.50

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NATURAL 89.50

Exhibit
CONTACT 89.50

Chi. Coin
TOPPER 89.50

USED GAMES

Alps, free game	$65.00
Buttons	35.00
Bambinos	20.00
Cargoes	12.50
Click, free game	45.00
Exposition	22.50
Gaytime	15.00
Jitterbug	22.50
Jungles	17.50
Nags	17.50
Palm Springs	22.50
Peppy	25.00
Peachy	$32.50
Ragtime, free game	40.00
Rockets	10.00
Stoner's Races	10.00
Turf Champs	20.50
Trophy, free game	45.00

★★★★★5 Star Specials

LIGHTNINGS ..... 3 for $21.00
GOTTLIEB REGISTER ..... 3 for 30.00
CARGOES ..... 3 for 33.00

NOTICE: With every new individual order this month we will give one 1-year subscription to the COIN MACHINE REVIEW, *FREE!*

LONG BEACH COIN MACHINE EXCHANGE

1628 EAST ANAHEIM **PHONE 623-278** **LONG BEACH, CALIF.**

Chicago plant of the Groetchen Tool Company, manufacturers of Skill Jump, Columbia Bell, and a wide variety of counter machines, is one of the busiest plants in the industry.

Groetchen Factory

increases manufacturing activities as demand grows.

CHICAGO.—The plant of the Groetchen Tool Company is humming with activity as a result of a new expansion program in their manufacturing activities. Continuous repeat orders from satisfied customers for the Columbia Convertible Bell have necessitated the adding of a large assembly force. All newly hired mechanics are first put through a training course to thoroughly acquaint them with the exacting standards of Groetchen workmanship before they are assigned to the various jobs of assembling, machining and inspecting Columbia Bells.

Token Payout Counter Games, which were originated in the Groetchen factory more than two years ago, account for activity on an entire floor devoted to production of this type of game. Row upon row of shining, streamlined games move along the assembly lines. Scores of skillful mechanics sit before test benches where each machine must pass a thorough test before being released for shipment.

Latest addition to the Groetchen plant is the new division production skill games like the new Skill Jump, and service machines such as the new Metal Typer Name Plate machine which is to be released to the trade early this summer.

Groetchen officials claim that they have several "surprise games" in process of manufacturing for early release. These new games, they state, will establish entirely new standards of earning capacity yet requiring a minimum of investment on the part of the operators.

Richard Groetchen's reputation as a mechanical engineer and his proven organizing capacity for mass production of precision equipment enables his firm to turn out quality machines for operators at substantial savings in price. "Value received per dollar invested" ranks high in Groetchen-made equipment and accounts largely for the phenomenal growth of this firm. ●

Citrus 1-1093

Call this phone number for expert slot machine repair work. Machines made to look, and work, like new. All work guaranteed. Try me today!

GRAHAM

212 East Palmer Ave. Glendale, Calif.

Nebraska-Iowa News Notes

By CHARLES P. RODMAN

The Sidles Company, Omaha, handling Victor and Bluebird records, has found it necessary to appoint another man to take care of the business in the Iowa territory. A. E. Topping, who has been connected with the business for fifteen years, received the appointment. Topping will make his home in Des Moines.

Clyde Meyer, who has operated the Public Scale Company at Leavenworth and Nineteenth Streets for some time, has closed this office and is now transacting business from his residence. It is understood Clyde will begin the manufacturing of "golf putter" machines soon.

It is rumored that Al Johnson, former President of the National Premium Company and later associated with the Wood Workers, Inc., will dispose of his interest in the company and will devote his entire time to pushing the Rock-Ola music boxes in Omaha and surrounding territory.

Tony Mangano of the Howard Sales Company, Omaha, has purchased a 1939 Ford truck to care for the increased business. This is the second truck purchased by this firm in the last four months.

On March 14 the City Council of Omaha accepted the bid of the Park-O-Meter Company of Chicago for 450 more street meters for parking purposes.

L. H. Hooker, operator of several machines in Arnolds Park, Iowa, is now in Rochester, Minn., undergoing treatment. He has been under a physician's care for the last two months but is now convalescing.

John Dauble, manager of the music merchandising department of the Sidles Company, Omaha, made a business trip to Grand Island, Columbus and other central Nebraska points the latter part of March. He found the record buyers in a happy frame of mind and buying heavier than usual.

Warren Nelson of Broken Bow, Nebraska, was an Omaha visitor the latter part of March. He reports the coin machine business picking up since the first of the year.

All of the music machine operators of Grand Island, Nebraska, territory have taken methods to insure the building of a good patronage. J. F. Darling has added several new Wurlitzers and reports better business than usual.

Jeff Netzel, operating Seeburg machines in Grand Island and Lincoln, Nebraska, reports a decided increase in business. Jeff takes care of the Grand Island end of the business while his brother Paul is master of Lincoln.

G. R. McKee has several Rock-Olas and is preparing to increase the number. McKee has a good business and does everything he can to make it run smoothly. He has a little contrivance that saves considerable time and worry. It is a little metal box about 12 inches square and two inches deep which contains about twenty-five small hooks, just big enough to take on a key ring carrying all keys for each route. When he is finished with these keys they are immediately returned to the proper hook.

Stanley Soukup of O'Neill, Nebraska, is now building a tavern of his own at that point. Soukup has been doing well in the coin machine business at O'Neill and is now going to invest the proceeds in the town where he was successful.

Mrs. Sam Colick, of Omaha, passed away March 14 after an illness of six years. Colick is one of the leading coin machine operators in Omaha. Besides Colick, a son, a daughter in Omaha and a daughter in Huron, South Dakota, survive.

New Jersey CMA

discusses advantages of membership

NEWARK, N. J.—High Spot of the last meeting of the Cigarette Merchandisers Association of New Jersey, Inc., was the hour-long discussion on the value of trade associations to operators of automatic vendors. Taking part in the symposium were: Samuel M. Malkin, Junior Past President; Charles W. Stange, President Emeritus; Sol Kesselman, Counsel; Harry Pearl, a newly elected member; and Le Roy Stein, Manager of the C.M.A. of N. J., Inc.

Some of the important ideas stressed in the discussion dealt with various problems of the Association: "The progress of the Association can be gauged by the fact that there are now more members, despite the fact that there were consolidations of routes during the year. . . . The importance of raising special funds to combat adverse conditions is of the utmost necessity at this moment. . . . The Association has made much progress in cooperation with manufacturers. . . . Forcing objectionable non-members into membership is a bad policy. . . . The new schedule of dues has had a favorable effect upon many new members.

"The employees of the Association, including Manager Le Roy Stein and Counsel Sol Kesselman, are still cooperative and sincere in their efforts to give the Association efficient and economical administration. . . . Objectionable members should be suspended from the Association because they are a hindrance to its progress, but every effort should be made to educate such members in the error of their ways."

In concluding the symposium, President Sharenow assured the members that he would give his time and energy for the furtherance of the Association; that he would demand a stricter adherence to the principles as laid down by its founders, as well as stricter observance of the established trade practices. He insisted that members report early to meetings, because the gavel would strike promptly at 8 p.m. and that the meetings would adjourn promptly at 11 a.m.

President Sharenow informed the membership that the Arbitration Board would meet regularly twice a month to discuss any complaints that might be presented to it. The rotation method of appointment of members will continue. At least two experienced members of the Board will remain during each cycle.

In conclusion he stated that the time had come when the Association should not plead for non-members to join it. He suggested to Manager Le Roy Stein that he visit each of the non-members personally once more in an effort to secure their membership, at the conclusion of which campaign, no further effort be made to enroll the few operators in the State who have not joined.

It was his opinion that for nearly two and one-half years every effort has been made to enroll the few outstanding non-members, and that if they could not be convinced in that time, they certainly were not Association minded and could not be of any great value to the organization. In view of the new classification of membership, which divides the Association into 12 distinct groups, he felt that no operator, no matter how small, could not afford to be out of the Association.

5 STAR FINAL

PENNY SKILL GAME

for Closed Territories. Attracts a big play; gives liberal odds and BIG PROFITS TO YOU!

See our ad Page 10 for information

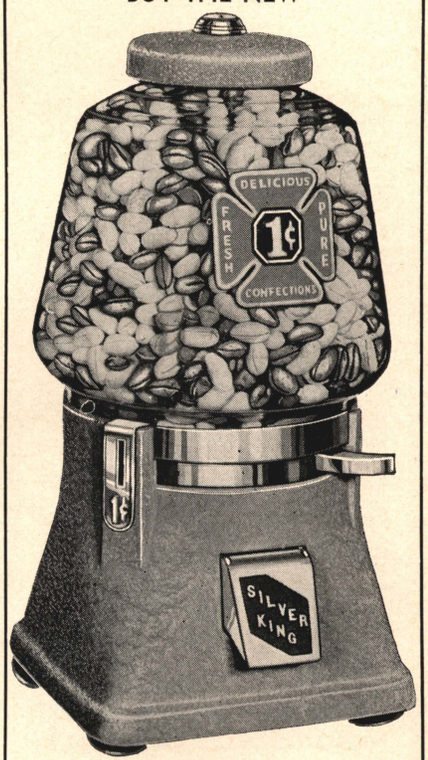
GREAT STATES MFG. CO.

KANSAS CITY, MISSOURI

We Say

Color appeal and modern design mean more sales

BUY THE NEW



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"Silver Kings"

BLUE - GREEN - SILVER GOLD

VIKING SPECIALTY CO.

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

CABLE "MORCOIN"

Dear Operators:

Ushering in a new and greater coin machine season, 1939 finds the Jack R. Moore Company better able to serve you than at any time since the inception of my business in 1924. Wherever you operate in the West, you will find our company a convenient, reliable source for your coin machine requirements. Our competent branch managers join me in pledging to you the best in money makers, from counter games to musical instruments — all real quality merchandise with service to satisfy. Regardless of your territorial conditions, we have something that you can operate profitably. Call, write or wire our nearest branch for your immediate requirements.

Jack R. Moore

From Honolulu

. . . We are pleased to have such pleasant connections.

From Sydney

Our shipments always arrive in excellent condition — Thanks to your excellent packing.

From Melbourne

. . . Let us assure you that we shall continue to purchase through you.

From Tasmania

. . . We appreciate your low quotations for such superior merchandise.

From Sydney

. . . Thanks for securing lower freight rates.

From Melbourne

The care that you take in preparing your papers reduces cost of clearing shipments.

JACK R. MOORE

Jack Moore	Dick Robinson	Johnny Ruggiero	Geo. Cusick	Chas. Green
PORTLAND	SEATTLE	SAN FRANCISCO	SPOKANE	SALT LAKE CITY

Automatic Game

outlook in France, Germany varies.

PARIS—The outlook for the automatic industry in France for 1939 is good. In the month of January, the sales turnover was 40 per cent higher than during any corresponding month in 1938.

Several proposed regulations that are almost sure to become laws are responsible for a buying fever that is said to exist throughout the country. Rene Godin, editor of La Revue de l'Automatique, popular coin machine journal in France, was able to have the regulations introduced before the Chambre des Deputies. He is optimistic for the future of the coin machine industry in France.

The situation in Germany is entirely different. Wilhelm Schaknlowski, President of the Manufacturers' and Dealers' Syndicate in Germany, states, in an article in the January issue of Der Automat, that the future is not very encouraging for the industry.

Several manufacturers of skill games, Schaknlowski reported, were granted permission to exploit games giving prizes to winners. The players soon mastered the games and the machines became unprofitable. They were soon withdrawn from the market and no machines have taken their place.

The number of firms interested in the manufacturing of machines in Germany, previous to the law of 1933, was well over 5,000. In 1938 this number had fallen to less than 1,000 and at the present time this number has greatly diminished.

The exportation of German machines has suffered. In 1937 exportations amounted to only 416,000 marks ($200,000). For the first six months of 1938, exportations had shrunk to 74,860 marks (about $37,000).

Cigarette Vendors Ass'n of E. Penn. & New Jersey

By HARRY BORTNICK

A powerful membership drive was climaxed this month when the only outstanding operators who had not previously enlisted, joined the organization. With the acceptance of applications of these operators, it is asserted that practically every cigarette machine vendor in the local area is a member.

Having the affiliation of all operators the Association will now begin to revise the by-laws and constitution in order to put "teeth" into these articles. It was asserted by Norman Fuhrman, counsel and secretary of the Association, that the membership could now look to a raised standard and greater profit allowance from their machines. Chiseling will be quickly punished and members will be forced to respect locations or stand the consequences for disobeying the rules.

A special committee to examine the by-laws was appointed. This committee, consisting of E. J. Dingley, President; Secretary, Norman Fuhrman; Vice President, W. J. Davidson; P. Bonoma and W. Wing; was empowered to suggest revisions for the by-laws.

It was hoped that such suggestions would be made and discussed at the next meeting so that prompt action to embody such revisions would be possible.

M MERCURY TOKEN PAY

MERCURY makes more money for operators.

Repeat orders from all parts of the country tell a graphic story how well Mercury meets the requirements of operators everywhere.

Do you know that there are two distinct models of Mercury:

PAYOUT MODEL, on winning combinations, issues an award token through side opening.

DISCREET MODEL, on winning combinations, shows same award token behind window; storekeeper pays award and pushes button which deposits award token in cash box.

Of course you have heard how Mercury makes use of the well-tested Ginger mechanism; adding such improvements as downstroke handle release, track for sliding entire mechanism from cabinet.

No side handle—bakelite ball in front operates the new Mercury.

Your jobber will be pleased to demonstrate the new Mercury; however, you may obtain sample directly from factory if more convenient.

GROETCHEN TOOL COMPANY
122 NORTH UNION STREET CHICAGO

Phonograph Operators of Eastern Pennsylvania and New Jersey

President — PHILIP FRANK; Vice-President — HARRY SCHERDORF; Treasurer—IRWIN NEWMAN; Secretary — JOHN MANION; Business Manager—FRANK HAMMOND. Offices, 408-10 Schaff Building, Philadelphia.

By HARRY BORTNICK

In accordance with its efforts to maintain friendly relations with all business organizations this Association plans to place an ad in the program book of the Philadelphia Retail Liquor Dealers' Ass'n. The souvenir book will be issued at their annual banquet. In addition a special table will be reserved for phonograph operators who will attend the banquet to be held at the Penn A. C.

The recently formed Del-Mar-Va Phonograph Operators Association has proposed that a retroactive agreement, similar to the one already existing between Eastern Pa. & N. J. Ass'n., and the Automatic Music Ass'n. of New Jersey, be enacted between the local organization and their group. This agreement will protect members of both groups from having their locations infringed by members of the other organization and will make operators associate members of the group which they are not actively affiliated with. This proposal was taken into consideration by executives and will be voted upon at the next meeting of each organization. It is hoped that the agreement will receive a favorable vote from the membership.

Cooperation will be extended to operators of all types of equipment in combating the recently proposed Delaware State tax bill. An effort will be made to entirely eliminate this obnoxious bill or to have the tax rate reduced from the proposed tax of $15 per year, per machine. In addition to efforts of the local group the Del-Mar-Va group will also aid in protecting operators from this excessive tax.

A number of local operators, who under the retroactive agreements are members of the New Jersey Phonograph Ass'n., attended a meeting of that group in Trenton on Tuesday, February 21, at the Stacey-Trent Hotel. In order to become better acquainted with the membership of the New Jersey group and to discuss mutual problems the following members of the local association visited New Jersey: Joe Mellwig, trading as the Cameo Amusement Co.; Dick Brown and A. Carter of A. M. I. Distributing Co.; Charles Juniewicz, Atlantic City; L. Friedenberg, Joy Music Co., Atlantic City; Francis Smith, Surf Music Co., Atlantic City; Meyer Budnick, Up-To-Date Amusement Co.; Irv. Newman, Modern Music Co., and Frank Hammond, business manager of the local organization.

The chief point of discussion at the New Jersey meeting was the disclosure that various small communities have proposed licenses for phonographs. This local taxing, which is existant mainly in New Jersey, is being closely watched and combated immediately by a committee of the New Jersey Phonograph Operators Ass'n., working with the district manager and counsel. The local association also extends full cooperation whenever possible.

A showing of the new line of Mills Phonographs will be held at the Penn A. C. under the sponsorship of the Keystone Novelty Co. Local operators are expected to attend in large numbers and will be greeted by several factory representatives.

Newest subscriber is Thomas O. Lingle, Mifflinburg, to whom we extend congratulations. ●

Crowley, Peppin

take charge Am. Record in West.

HOLLYWOOD—American Record Corporation announces the appointment this month of Paul E. Crowley as head of Pacific Coast operations. As his assistant he will have Paul G. Peppin.

E. Wallerstein, President of the American Record Corporation, states that Crowley and Peppin will have full charge of company operations in this section of the country. American Record, now a subsidiary of the Columbia Broadcasting System, plans many new policies and innovations that will be launched in the near future.

Both Crowley and Peppin have been with the organization for over fifteen years. Crowley has worked in several cities up and down the coast while Peppin has been employed in the Los Angeles office most of the time. ●

* * *

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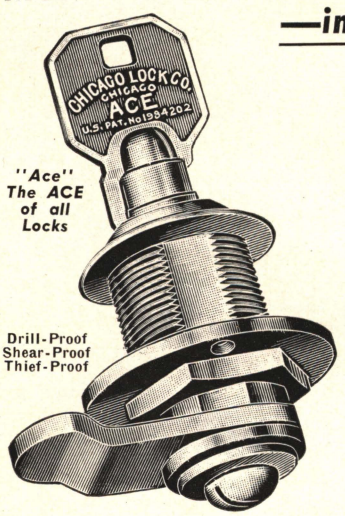

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Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Over 500 reconditioned Machines, Payouts, Phonographs, Legal Machines. Write today and save money. BADGER NOVELTY, 2546 N. 30th St., Milwaukee, Wis. (MAM-P)

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For the most complete Vending Machine Catalog published, with over 100 illustrations, send 10c in stamps. ASCO, 383 Hawthorne, Newark, N. J. (MAM-P)

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We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

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WANTED

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

PACES RACES

and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

GOODBODY'S

Bargain List is waiting for You. We Buy, Sell or Exchange. GOODBODY, 1824 Main St., E., Rochester, N. Y. (FMA-P)

FOR SALE

AAA-1 Reconditioned—100 Up-to-date Counter Machines, $4.00 and up; 50 Skee Ball Games, all types, in excellent condition, at $27.50 and up. Floor Samples, Novelty Games, Pay Tables and Counter Games at reduced prices. GRAND NATIONAL SALES CO., 2300 W. Armitage Ave., Chicago, Ill. (FMA-P)

BARGAINS

BALLY'S LATEST STREAMLINE HOT POPCORN VENDING MACHINES with Vanak coin chutes. Slightly used, guaranteed like new, $49.50 each. One machine free with order of ten. 200 brand new BALLY STREAMLINE VENDORS in original crates, former operators direct factory price $129.50, now $69.50 each. De luxe model which includes toggle switch, metal popcorn waste box, latest improved coin chute, leg rollers, leg adjusters, keyed alike, etc., $10.00 extra per machine. Build yourself steady, permanent income. 80% profit each nickel taken in. Will lease quantity above machines to financially responsible operators leading cities Michigan, Ohio, Indiana, New York, etc., on rental basis. Approximately $5.00 monthly per machine with privilege purchasing same after six months' trial. Write for circular, full details, etc. Give us references. Only successful 5c automatic Hot Popcorn Vending Machine on market today. Over 200 now in operation City of Detroit. Exclusive Distributors BALLY STREAMLINE HOT POPCORN VENDORS. Recently purchased all machines available from factory and exclusive National Distribution Rights. Terms 1/3 deposit with order. 2% discount if full amount accompanies order. Will ship subject free examination. Satisfaction guaranteed. LEMKE COIN MACHINE, 31 West Vernor, Detroit, Michigan. (AMJ-C)

RECONDITIONED MACHINES

25 Hershey bar 5c machines, 44 capacity, $6.00 each; 30 Master number 77 combination 1c-5c vendors, $6.50 each; 50 Ever-Ready four column 1c merchandisers, $6.50 each; 25 Columbus model B 5c peanut vendors, $3.00 each; 25 double column 1c stick gum vendors, $4.00 each. ROBBINS CO., 1141R DeKalb Avenue, Brooklyn, New York. (A-C)

BARGAINS

Big Race, Mills Flasher, 1-2-3, Stables, Fairgrounds, Fleetwood, $35.00. Lady Luck, Preakness, $28.00. Golden Wheel, Foto Finish, Speed King, $14.00. Classic, Policy, Flying High, Carom, $11.00. Queen Mary, Bee Jay, Top 'Em, Bally Derby, $5.00. Consoles: Chuck-o-let, Jockey Club, $45.00. Slots: Mills Blue Front, $35.00; Mills F. O. K. escalator type, Mills Sky Scraper, goose-neck, $18.00; Mills Extraordinary, extra nice, $23.00; Mills War Eagles and Liberty Heads, $19.00. All in excellent condition. Slots in 5c, 10c and 25c denomination. One-third deposit, balance C. O. D. All kinds of counter games and small machines. Write me your needs. TODD NOVELTY COMPANY, 1400 North West 20th Street, Oklahoma City, Oklahoma. (A-P)

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Pace, Royal, Seca, Watling, etc., full reconditioned, immediate delivery. C. M. S. CO., 329 S. Wood St., Chicago, Ill. (AMJ-P)

FOR SALE

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25 slot machines, Mills, Jennings, Pace. Good condition. 5c and 10c play. All jackpots, Price $10.00 to $30.00, f.o.b. N. A. MORTENSEN, Klamath, Calif. (AMJ-P)

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Bally Racing Forms, $25.00; Golden Wheels, $22.50; Bally Classics, $20.00; Turf Champs, $20.00; Big Shots (AP), $7.50; following automatic payout games each $10.00: Bally Derby, Pamco Bells, Pamco Red Sails, Pamco Ballot, Bally Jumbo. Bally Bumpers, $5.00 each. All in A-1 shape. LEWIS LEIBEE, 524 E. Seventh St., Hanford, Calif. (A-P)

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Condensers, time clocks, bumpers, kick-back springs and gates, ball lifts and shooters, table legs, globes, sockets, 1-inch balls, etc.; six volt power packs, $2.00; complete door assembly, including coin chute and lock, 75c. Send 50% deposit with order. Parts guaranteed in good condition. Complete mechanical and electrical service. PACIFIC ELECTRO PRODUCTS COMPANY, 1609 7th Avenue, Los Angeles, Calif. PArkway 3478. (A-C)

SELL US

your late novelty games and slots. Your prices and make in first letter. HOWARD SALES CO., 322 S. 13th St., Omaha, Nebr. (A-C)

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Used Vendors—Good, clean, latest type machines. 26 Snacks, with stands, $23.00 each; 20 porcelain Masters, $7.50; 22 red-crackle Silver Kings, $5.85. Mills-Viking Co., 1403 W. Washington, Los Angeles, Calif. (A-C)

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Relics of Maximilian and Carlota of Mexico. Give proof of authenticity, complete details, and price in first letter.

JOHN FAY, 1113 Venice Blvd., Los Angeles, California

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KANSAS CITY

(Continued from Page 51)

bulk vendor operators was missed last month when our camera was at home and we ran into a four-man conference in front of a leading Kansas City bank. The participants were Ivan Nelson, Kansas City, Kansas; John Corse, Wellington, Mo.; A. E. Sandhaus and Meyer Sandhaus, Colonial Sales Company, Kansas City, Mo. All are operators of bulk vendors and the shop talk zipped. Expansion was the keynote of the words passed with quite a few nice things to be said for Sandhaus' Sel-Mor vendors.

Growing pains have not seemed to slow down United Amusement Company's ever increasing operations. The building's new addition has just been completed adding 1800 square feet of space on two levels.

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Operators—here's a sure-fire way to make those out-of-date phonographs produce like brand new models!

Install this high quality Corcoran Illuminated Grille in 5 minutes—right on your location. It is not necessary to remove old grille. Simply place new grille over it and fasten with 4 screws. Positively will not affect tone. Woven, luminous fabric, reinforced with heavy perforated steel plate at back, prevents pushing in or damaging. Rich, glowing illumination from 4 one-inch corrugated glass rods set in rubber. Central fluted plastic pilaster conceals 18″ lumiline lamp. Finished top and bottom with heavy 1″ chrome bands.

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Send your order today. If you are not completely satisfied, your money will be immediately refunded, less transportation charges. Price $14.50, F.O.B. San Francisco or Chicago, complete with 18″ lumiline lamp. Terms: 1/3 with order, balance C.O.D.

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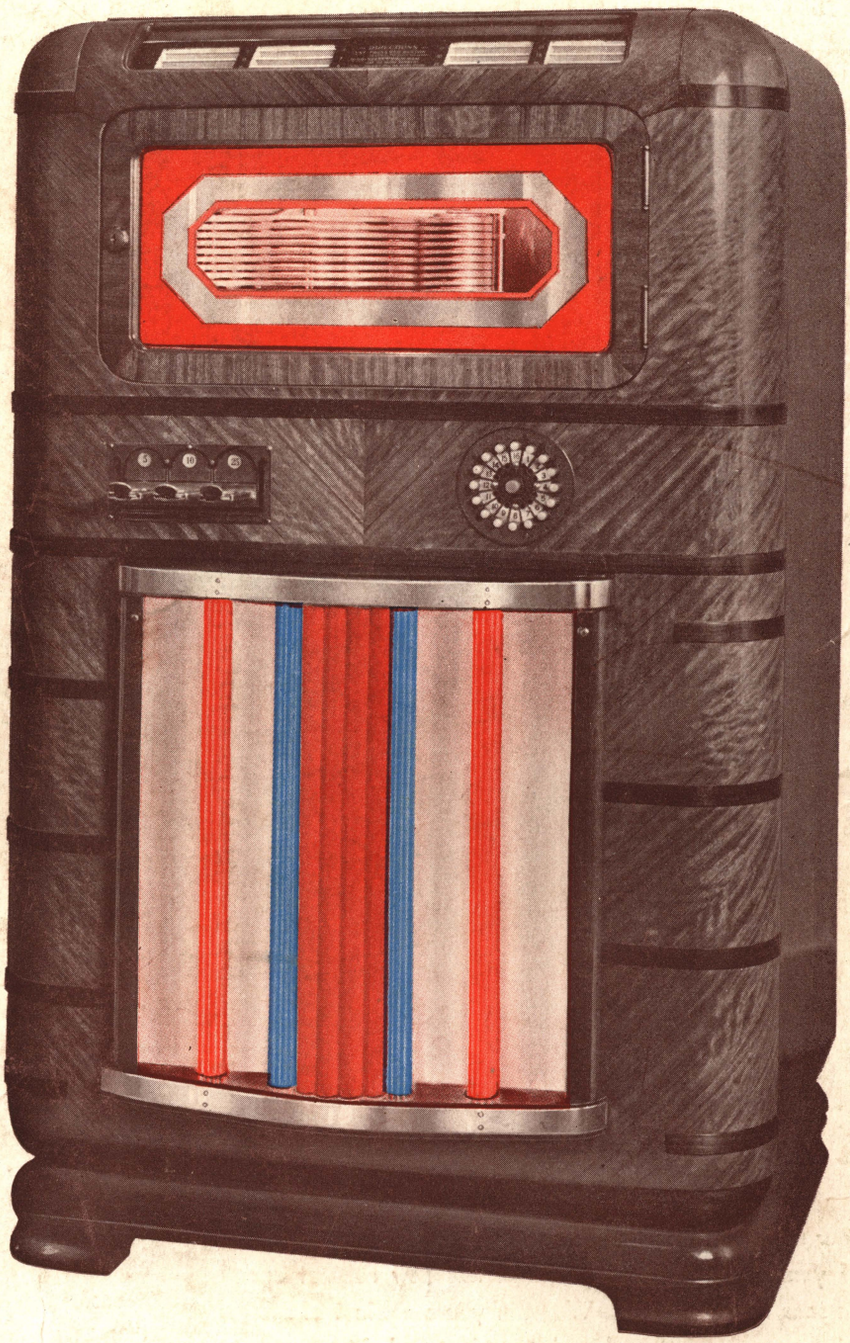
Give your old phonographs added eye-appeal with a crystal mirror door glass, as illustrated above. Center of glass is clear, framed by a 1″ band of mirror, while outer area is frosted to give a soft, luminous light effect. Easily installed: simply remove old glass and slip in the new one. Sizes in stock for Models 312, 412, 616 and 616A, or 24. Price..... **$2.50**

Also available for other makes of phonographs. When ordering state exact size of glass desired. Price $3.



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